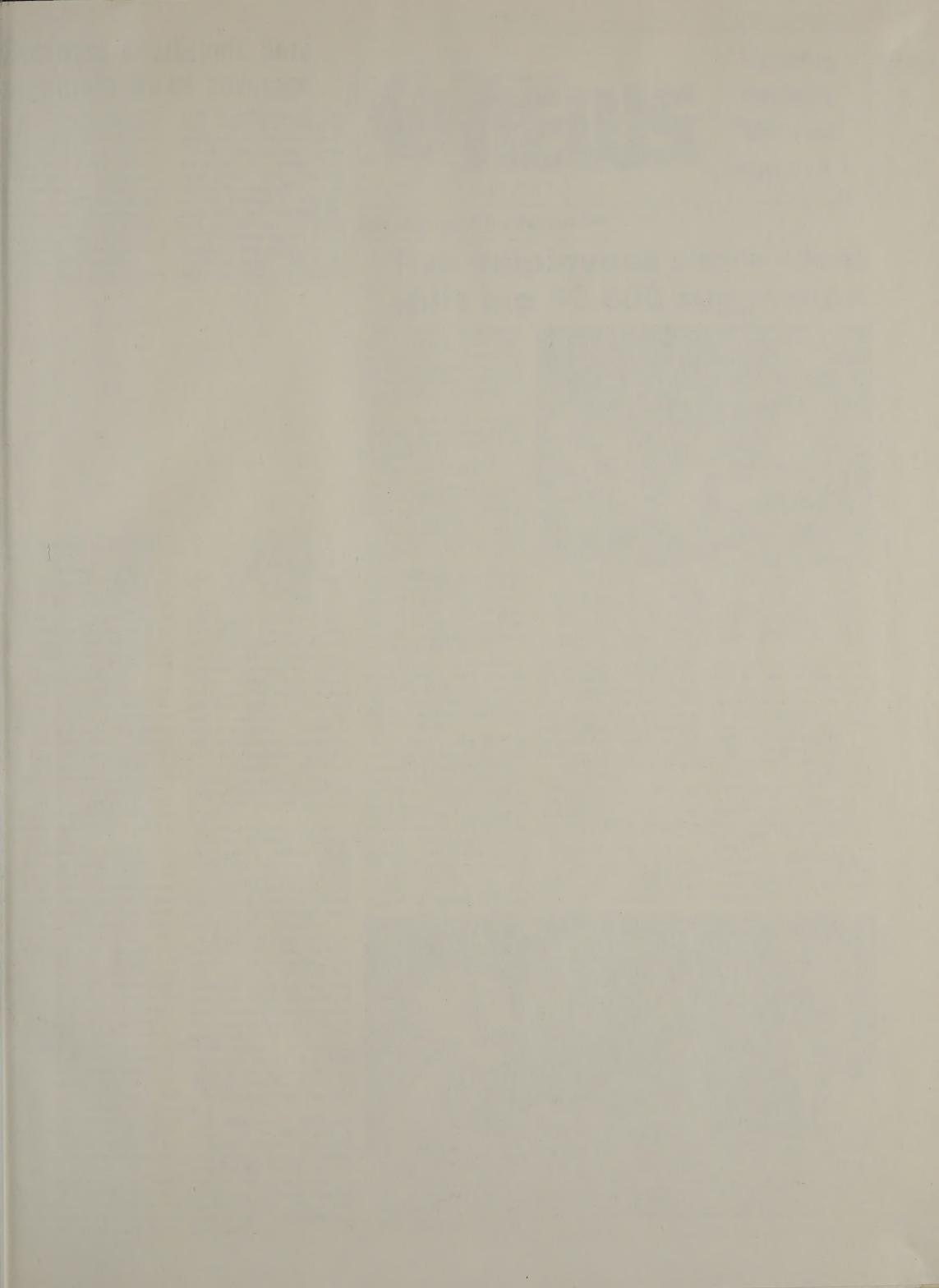


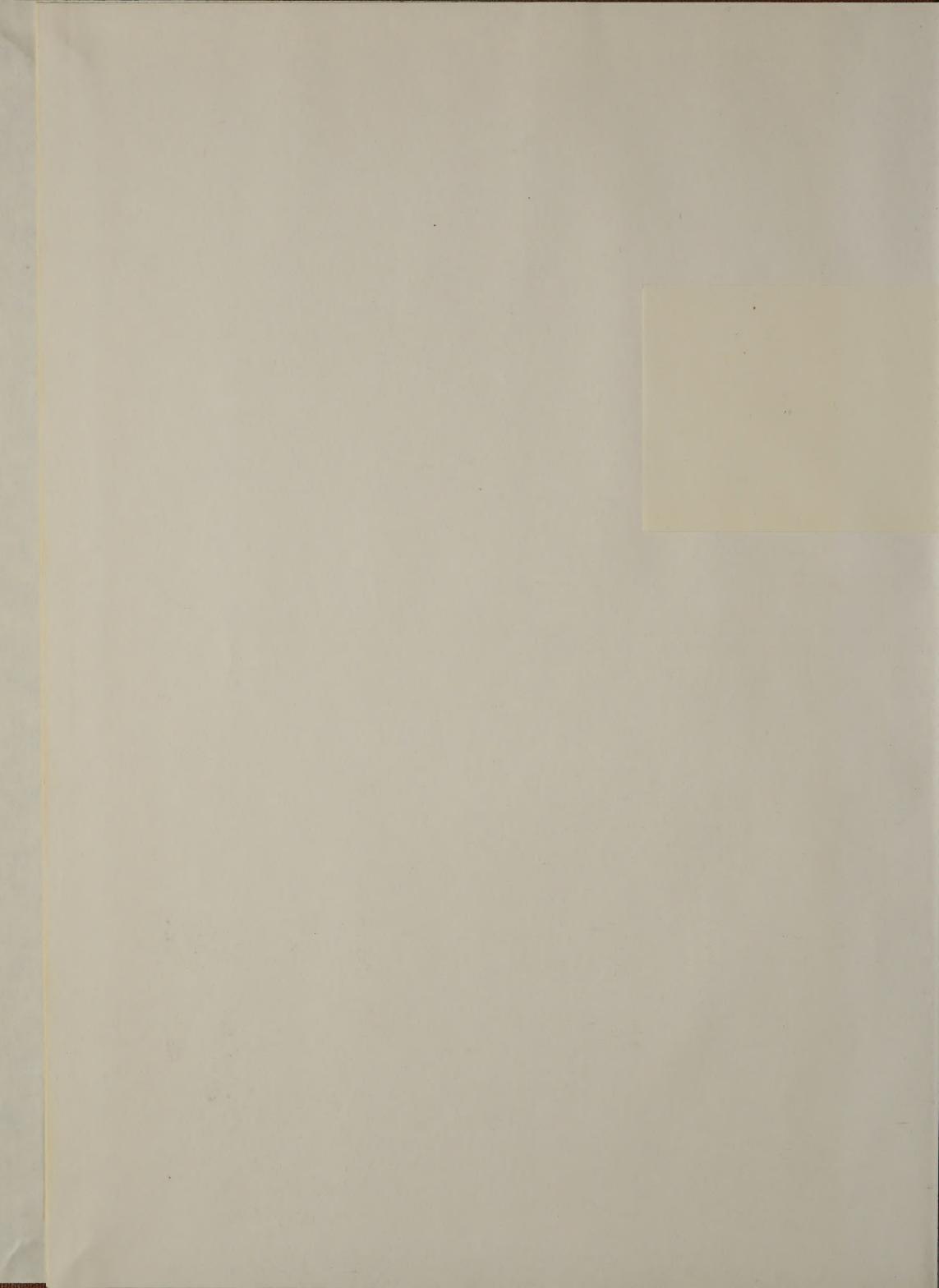
INDIANA COLLECTION



GC 977.202 F77ELG, 1975







# **Business conditions here dominate News coverage**

What can anyone say about the year we've just left behind us? T.G.I. 1975, perhaps? The last six months in particular definitely will not go on record as a banner year for good news. Sales, orders and employment levels in GE businesses went down; material costs and shortages went up. The rising tide of inflation ebbed to recession; the undertow of depression threatened some segments of the economy.

There were some positive moments, however. Employees here pulled together time and again to overcome seemingly unconquerable odds. They won new customers and expanded markets. They suggested their way into big awards to help businesses remain cost competitive. They showed the community what teamwork was all about by kicking in the highest pledge on record to the United Way here.

All these good news—bad news considerations went into the judging of the key GE News stories of 1974. Based on the impact a subject had on employees as well as the number of times it received coverage in the paper, here's what the News came up with as the top 10 stories of last year:

1) Business conditions, business "slump" — On Jan. 11, 1974, the GE News ran a page one story that began: "After recording a 'very good year' in 1973, GE's Fort Wayne plants are facing a year filled with far more uncertainties than any other in recent memory . . ." Talk about an accurate prediction!

Throughout the first nine months of 1974, the word "uncertainty" was published in many articles about the business. In the last quarter, things became certain, and they weren't good. Businesses across the country were feeling the pinch of economic hard times, and stories of inflation, customer order cutbacks, plant closings and layoffs appeared in the pages of the GE News.

2) Informative meetings — As business conditions changed and conscientious work habits on the part of every employee became critical, managers and supervisors let employees know about it through informative meetings. The GE News was kept busy covering the many meetings held for hourly, nonexempt and exempt men and women in every department, and published these state-of-the-business reports for the information of all GE people.

3) Employees comment on the business — Managers weren't the only people talking about the business and offering ideas on how to turn it around during 1974. In employee "Speak Out" features, "Plant Panels" and "Sounding Boards" on communication, everyone got his or her chance to give an opinion. Every response received by the GE News was published verbatim.

4) Benefits and pay — Cost-ofliving adjustments, benefit improvements and human interest stories about employees who made use of benefit plans

What can anyone say about the made the headlines a total of 43 ear we've just left behind us? times during 1974. That's are G.I. 1975, perhaps? The last six average of one story per issue!

5) Material shortages, prike increases — Called 'unbelievable' and 'beyond anyone's imagination' by several managers, material price hikes and dwindling supplies certainly had one of the most significant impacts on GE businesses here during 1974.

6) ECSF pledge — Despite the darkening business climate, GE men and women and the company pulled together to pledge a history-making \$300,000 to the United Way of Allen County. The GE News and department newsletters pitched in to help ECSF solicitors explain the workings of United Way, and the record pledge received recognition in a Fort Wayne newspaper and on a local television station as well as in the GE News.



7) Energy conservation -Carpooling through "Auto-Mate," an energy conservation symbol contest, employees' opinions through GE News "Plant Panels," how-are-wedoing reports on energy savings and other stories brought the need to save energy into the pages of the News during 1974. In July, announcement was made of a 16.6 percent savings in energy consumption through the Energy Conservation Program here, an accomplishment that brought GE Fort Wayne over the top of its goal!

8) Customers and markets — Overseas marketing efforts, manufacturing offshore to increase job stability here, the GE product as customers see it, and new and varied product applications all shared the spotlight in the GE News several times during the past 12 months.

9) Training and development — High school and college students, customers, and of course, many GE employees all learned something during 1974, and they learned it through GE-sponsored training courses and plant tours. From seeing how an engineer spends his day to in-depth study of the company's management techniques, the GE News filled many of its pages with participants' reactions to several courses and activities conducted here.

10) Suggesters — Some employees hit the big money in suggestion awards during 1974. Glen Gooley, Specialty Motor, earned \$1,891; Dick Bienz, Area Services, received \$1,334, and Sue Haslup and Madeline Chaffins, General Purpose Motor (see story at right), split \$2,800 down the middle!



Marketing managers' Plant Panel

Pages 2 and 3

### **Encouraged by foreman**

# Two employees share idea; split big \$2,800 suggestion

Susan Haslup and Madeline Chaffins had an idea. Encouraged by their foreman Sid Wolf, they got together, wrote it down and submitted it to the GE Suggestion Plan. It worked!

Here's the result:

- The quality of a major customer's motor was improved.
- Production bottlenecks were eliminated.
  - Output was increased.
- Between 30 and 40 GE employees working on the product gained added job stability because a nagging production problem affecting relations with the customer has now been solved.
- Sue and Madeline earned the recognition and thanks of their immediate supervisor, general foreman, plant superintendent and department general manager and tidy suggestion awards of \$1,400 each!

Sue, a lacer, and Madeline, a leading operator, work in GPM section 14 at Taylor Street. At the time they turned in their suggestion, both were instructors in their work area.

Their idea to change the lead system of the motor increased manufacturing efficiency while it simultaneously improved quality and reduced possible damage during a particular stage of production. Initiating a change in the welding technique used in the motor's manufacture, their suggestion also resulted in less bulk, and consequently, a saving of some materials.

"This is the only way we're going to be competitive," said



MAKING CHANGES in the lacing and welding techniques used on a major customer's motor manufactured in GPM's section 14 at Taylor Street turned out to be a good idea. In fact, the idea, shared by Sue Haslup, left, and Madeline Chaffins, was good enough to return \$1,400 each for the women in the form of suggestion awards! With the suggesters above is Sid Wolf, who was the foreman who encouraged Sue and Madeline to submit their idea in the GE Suggestion Plan, Sue comments, "If more foremen would push, people would feel like they have a worthwhile idea that's worth pursuing."

General Purpose Motor Dept. general manager Jim Warren at the suggestion award presentation. "It takes people . . . We need people who know how to make changes. Our concern is to serve the customer better than our competitors, at the least cost, and as promptly as possible with a quality product."

Warren asked the GPM women how the department could stimulate more interest among employees in the Suggestion Plan.

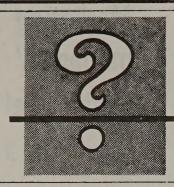
"People have to be proud," noted Sue Haslup. "I was very proud when we turned that suggestion in. And it was a good feeling that the people on the floor were cooperating to get it done; they really worked to help us test our ideas to see if we could do it a better way. An idea can be super, but if people won't use it, what good is it? Our whole group really got involved in this.

"When we first had this idea, we weren't going to turn it in," she continued. "But Sid Wolf encouraged us and told us to get to it and get it worked out. If more foremen would push, people would feel like they have a worthwhile idea that's worth pursuing."

Madeline Chaffins agreed. "People say, 'I'm here, but who cares?' We all like to hear we're appreciated."



\$2,800 WORTH OF THANKS! A suggestion to improve quality, increase production efficiency, avoid bottlenecks and help stabilize 30 to 40 jobs as a result of satisfying a customer problem brought a round of congratulations and awards of \$1,400 each to two General Purpose Motor Dept. women. Sue Haslup, a lacer, center left, and Madeline Chaffins, a leading operator, shared the idea and the honors in GPM's section 14 at Taylor Street. They're flanked in the photo above by well-wishers, clockwise from left, Sid Wolf, who was their foreman at the time they initiated the suggestion; Larry Till, stator area planner; Jim O'Neill, section 14 general foreman; Dick Teel, Taylor Street plant superintendent; Don Cochran, manager of the department's commercial motor operation, and Jim Warren, General Purpose Motor general manager.



## **Plant Panel**

Employees Answer Today's Question

### SMPD to promote its strength of quality, on-time delivery, price; contest, aggressive new business programs already getting results

BILL FENOGLIO Marketing manager Specialty Motor

"Basically, we in Specialty Motor Products Dept. marketing are doing what all good teams do when they are in a tough we go to our strength.

"SMPD's strength in the fractional motor business is a quality product delivered on time to our customers at a competitive price. We are promoting and selling these values to our field sales force, and through them to our customers to maintain or improve our share of the available business with existing customers during this slack period.

"We are also aggressively pursuing new business with customers where we historically have not had a large share and are developing new and added value programs to earn their business.

"New programs started within our department to accent this theme are 'X-L in '75,' a department-wide program to emphasize and improve on our production and engineering leadership, and a 'Competitor Clobbering Contest.' This con-

test, which includes our field sales people, spotlights GE's values of product quality, engineering leadership, production dependability and production flexibility for our customers, which help SMPD earn extra business at the expense of our competitors. This program, started in October, has been very successful to date, with 11 breakthroughs totaling \$664, 000 in incremental orders already in hand.

"As announced in the Dec. 13 issue of the GE News, our marketing staff is kicking off all our marketing programs for 1975 by taking the message of our

targets, programs and needs to our branch plants to make sure all our people are aware that they are an important part of our team and will play a vital part of our success in 1975. We have made four 'Dog and Pony Show' presentations to date and the enthusiasm and commitment from the people in Linton, Jonesboro, Springfield and Tell City has just been fantastic!

"The highest quality product in the business, the most dependable manufacturing plants in the business and a terrific group of customer-dedicated employees - this combination has worked for SMPD in the past; it will in business and maintain jobs?



### HMO will continue broadening market base; world-wide effort launched to increase sales

**Economic problems have forced** 

customers of Fort Wayne GE

plants to cut back on orders.

What is being done to get more

JACK FEININGER Marketing manager Hermetic Motor

"The markets served by Fort Wayne's Hermetic Motor Operation have shown softness since mid-year. At this point we don't expect a major upturn until late in 1975. However, it's important

to recognize the fact that the markets served by HMO - room and central air conditioning plus commercial refrigeration - still represent high growth markets. Unfortunately, right now we're going through a classical economic downturn in business, and this high growth won't resume until late next year.

"Our objective now and throughout 1975 is to develop aggressive and hard-hitting marketing programs to help offset the sales decline. To this point, marketing has a major program in the final stages designed to offer customers the best application engineering assistance and customer service in order to insure optimum designs, superior quality and ontime shipments.

### **Broaden Customer Base**

"We have, and will continue to broaden the number of customers served by Fort Wayne's Hermetic Motor Operation. This breadth of customers better positions us to offset the decline in customer orders. Marketing has also implemented a major sales effort to sell the new 6.3" flat, aluminum-wound motors manufactured at HMO. Our immediate objective is to further increase the production level of this motor.

#### **Global Sales Effort**

"In addition to serving our domestic customers, HMPD marketing has launched a major world-wide sales effort in combination with the Components Sales Dept. and International Sales Division. Shipments in 1974 to foreign customers have shown sharp increase over 1973. We will continue to encourage plant visits by our foreign customers to further show them the quality that goes into our product.

"Historically, our customers carry low inventories of hermetic motors. Changing market conditions plus the current high cost of carrying inventories will put added pressure on our customers to further reduce these inventories. To 'outserve' competition, we will need the continuation of the performance turned in by HMO employees in the Best Buy and Let's Score in '74 programs. I have no doubt that HMO will respond to this challenge."

## GPM emphasis on holding its market share with sales incentive, promotional campaigns

Marketing manager General Purpose Motor

"General Purpose Motor is one of the few departments in the Appliance Components Business Division that still has a fair backlog of orders. This is primarily due to the continued growth in the industrial and commercial markets we serve and the fact that capital spending is still good.

"Many of our customers have plant expansions and investments planned and our motors are used on many associated business investments such as cranes, hoists, conveyors, elevators, industrial fans, and labor-saving products like farm and office equipment. However, GPM is not immune to the economic slow-down now very apparent in our economy. We see customers in the air conditioning, pump, air compressor and certain segments of the business equipment (copiers, typewriters, etc.) market cutting production rates to match reduced sales and reducing their inventories. Our cancellation rate on orders has increased substantially in recent weeks, and this has caused some cuts in production rates.

**Backlog Showing Weakness** 

"GPM's business is still good at Taylor Street section 14, Winter Street and Broadway. However, in recent weeks our incoming order rates have declined. We have a backlog of orders to work on, but it shows signs of weakness due to the increasing cancellations. We must meet our promises now more than ever because our competitors are looking for business, and they have the ability to serve. Also, our quality must be good or we'll invite our competitors to take market share away from us.

"In 1975 we will have major emphasis in marketing to hold our traditional share in all markets with major sales campaigns and promotional programs. These will include exciting incentive programs to motivate our salesmen and distributors to gain new business. We'll support their selling efforts with a high-impact series of fourcolor brochures, describing the unique services we provide as well as quality products.

"Dramatic, full-page advertising will also be run in management and purchasing magazines pointing up the advantages of buying our motors. A special newspaper is also being planned to provide up-to-date selling information concerning our products and services.

#### **New Products Coming**

"We shall also introduce several new products which will help boost sales and keep jobs in Fort Wayne, for example, we're working on new product offerings for the replacement motor and farm markets to boost sales in 1975. GPM is designing new crop dryer motors in 180-frame which will substantially increase volume at Winter Street. We will transfer some 56-140 frame models from Winter Street to Taylor Street to give us more flexibility in serving our customers.

"We can achieve major sales gains by simply meeting the promises we make to our customers so they can make commitments to their customers. We must be responsive to short delivery orders and do what we say we will. In recent years, we've forced many customers to go to our competitors because of missed promises and long lead times. In 1975, we must not let this happen."

### BILL FENOGLIO STBD to develop new customers, uncover opportunities with existing customers in '75

ANDY WALSH Marketing manager Specialty Transformer

"As we look ahead to 1975, our primary efforts at the Specialty Transformer Business Dept. will be focused on two key areas developing new customers and uncovering new opportunities with existing customers.

"STBD's markets consist of two primary customer classes original equipment manufacturers (OEMs) who purchase products such as power supplies, stabilizers and control transformers for incorporation in their equipment, and electrical distributors who buy and resell transformers serving the industrial and construction mar-

#### **OEM Markets**

"In our OEM markets there is limited short-range opportunity to grow new customers for current product lines, in view of the individual requirements of each customer and the timeconsuming development effort necessary to come up with the unique products to satisfy their needs. We must, therefore, focus on opportunities to earn increased share from our present customers by being responsive to their particular business needs in today's uncertain business environment.

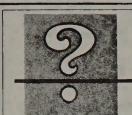
"These manufacturers are particularly appreciative of those suppliers who can function as a part of their system and help their business prosper. Real opportunities exist for the supplier who can help these OEMs reduce costs by shipping quality products, who can help them maintain a smooth factory load by providing on-time delivery, and who can minimize their inventory problems and cash lockup by reliable service, timely production planning and personal follow-through.

"Our OEM marketing effort next year, therefore, will place heavy emphasis on our ability to out-perform our competitors in these key areas and to sell our product values. We'll be spending a good deal of time on-site with these customers to gain firsthand information on their changing needs and provide the necessary inputs to our Fort Wayne operations for response.

(Continued on Page 3)



ANDY WALSH



### Plant Panel

Employees Answer Today's Question

### STBD's sales opportunities hinge on ability to be good supplier; depends on employees

Continued from Page 2

"In the industrial and construction markets, we plan to focus on the electrical distributor who is the key influence point for the purchasing decision on many construction projects. While GE has earned the number-one position in this market, we must recognize that out of every four transformers sold to electrical distributors, three are bought from our competitors. We therefore have a substantial opportunity to increase our share and gain new customers via hardhitting, effective sales programs and promotions.

**Going Places** 

"As an illustration, we have launched a major 'Go Places with GE' incentive program with our franchised distributors to encourage them to purchase a larger share of their needs from STBD and to sell their customers on GE. This program is complemented by 'IMAGE,' program which provides inventory control assistance to distributors in return for maintaining increased levels of transformer stocks in their in-

"These types of activities will be supplemented by customer promotional mailings, training sessions and extensive field travel by our headquarters sales people to maintain face-to-face sales contact with our distributors and their key customers.

**Downturn Forecast** 

"Summarizing 1975's outlook, we are facing the prospects of a substantial business downturn, and it will obviously be a buyers' year. After suffering through the past couple of years of industrywide shortages, erratic shipment performances by vendors and spiraling prices, the customer will be king again - and he knows it!

"He is going to do business with those manufacturers who earn his business — those who can deliver a quality product, on time, at a competitive price. It will be our job in marketing to convince the customer that STBD is committed to respond to these challenges. Our ability to convert this commitment to orders, however, will depend heavily on the performance of the people

## here in the factory who back us CSD will show sales creativity, enthusiasm;

TERRY GAUTSCH Commercial Operations manager Components Sales Dept.

"The business outlook for most of the products sold by the Components Sales Dept., including those manufactured here in Fort Wayne, has never been more uncertain, and it likely will remain that way at least through mid-1975. This reduced demand for our goods and services has impacted on all of us dramatically.

"Currently, CSD is pursuing vigorously a variety of sales programs designed to strengthen our position with present customers and to capitalize on new opportunities with new customers such as the electric car manufactured by Sebring-Vanguard. A recent GE News article reported that General Electric was successful in obtaining a large contract for DC drive motors for this new product.

"At the District Sales Managers Meeting held recently, a new program called 'Share Spotlight' was introduced. This program is aimed at readily identifying customer situations where there are good opportunities to improve General Electric's sales position this next year. In addition, we're increasing customer visit schedules, arranging more top-level management meetings, and using every opportunity to obtain additional business. Most important, we want our customers to see a creative, exciting and



TERRY GAUTSCH

enthusiastic sales team.

"We don't intend to say 'no' to any order, and this may mean rush deliveries, quick turnaround, and special requests for many of you. Extra effort for extra sales is the type of challenge we all can respond to, and the objective of Components Sales is to generate those extra

"I'm confident that with hustle and enthusiasm we can look back a year from now and say, 'Yes, 1975 was a tough year, but we were ready, smarter, and tougher!' "

**ECSF** ballots tallied

## Nine administrators take seats on board

Nine new administrators have been elected to the Employees' Community Services Fund. Chosen by General Electric employees, these men and women join the six current members of the ECSF board in the administration of funds raised during the annual drive held throughout GE plants here to support United Way agencies. Board members also visit and hear representatives of these agencies several times a year to gather first-hand information on how GE employees' contributions to ECSF are being spent.

Newly elected hourly candidates are: Dale Delagrange, General Purpose Motor Taylor Street; Betty Hughes, Specialty Transformer; Lynn Werling, Technical Resources

Operation; Flossie Reed, Specialty Motor Taylor Street; Evelyn Wagoner, Hermetic Motor Operation; Linda Pequignot, General Purpose Motor Winter Street, and Phil Coleman, General Purpose Motor Broadway. Salaried incumbents are Paul Beltz, Specialty Transformer, and Bob McGregor, Technical Resources.



Delagrange



Pequignot

Coleman







McGregor

CHARLES S. FIGHED, LaOtto, Ind., died Oct. 24. He retired in July from section 14 at Taylor Street.

GEORGE H. STOUDER, 2719 Thompson Ave., Fort Wayne, died Oct. 25. He retired in 1953 from Fractional Horsepower

FRANK W. COULTER, SR., 2526 Princeton Ave., Fort Wayne, died Oct. 30. He retired in 1965 from Specilaty Transformer.

ANNA L. DeBOLT, Bear Lake, R.R. 4, Albion, Ind., died Oct. 31. She retired in 1973 from Hermetic

CARL S. MOSSER, 719 DeWald St., Fort Wayne, died Nov. 1. He retired in 1970 from Technical Resources.

VERNON R. CASTLE, 4324 Arlington Ave., Fort Wayne, died Nov. 4. He retired in 1961 from Hermetic Motor.

JOHN E. DRINKS, 1315 Francis St., Fort Wayne, died Nov. 9. He retired in 1970 from GPM section 14.

RALPH W. GARRETT, Griswold Dr., Fort Wayne, died Nov. 11. He retired in 1955 from the Winter Street plant.

JOHN C. KENSILL, K.K. 2 Lake James, Box 75 E, Angola, Ind., died Nov. 11. He retired in 1966 from Specialty Motor.

HERMAN J. ROCKHILL, 3731 S. Webster St., Fort Wayne, died Nov. 14. He retired in 1962 from Winter Street.

LLOYD C. GRIM, 2701 Crescent Ave., Fort Wayne, died Nov. 19. He retired in 1960 from GPM section 14 at Taylor Street.

CHRISTIAN DeLAGRANGE, R.R. 2, Fort Wayne, died Nov. 25. He retired in 1971 from Taylor Street.

EDMUND L. AUTH, 4401 South Wayne Ave., Fort Wayne, died Nov. 26. He retired in 1956 from Bldg. 19-1.

GEORGE M. SKINNEL, 3317 Hoagland Ave., Fort Wayne, died Nov. 30. He retired in 1965 from Bldg. 19-4.

ORREN MILLER, 1011 E. Berry St., Fort Wayne, died Dec. 4. He retired in 1962 from Bldg. 8.

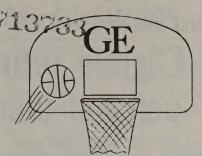
ELVIN L. DeWALD, 3404 Hobson Rd., Fort Wayne, died Dec. 7. He retired in 1971 from section 28, Taylor Street.

MERLE B. MILLER, R.R. 1, Box 162-D, High Springs, Fla., died Dec. 8. He retired in 1953 from the Specialty Motor Products Dept.

ELLERY D. FLAUGH, 5211 Christian Dr., Fort Wayne, died Dec. 9. He retired in 1971 from section 28, Taylor Street.

RALPH O. DUNFEE, 3310 Congress Ave., Fort Wayne, died Dec. 9. He retired in 1972 from GPM Winter Street.

CARL F. BOHDE, 3035 Juniper St., San Diego, Calif., died Dec. 15. He retired in 1956 from Bldg.



Well, GPM is still unbeaten in seven games, but they got a scare from Wire Mill No. 2 winning by only three points, 54-51. Wire Mill led most of the first three quarters until GPM took the lead 48-47 with two minutes to play. GPM held on from then to win. Mike Bird led GPM with 15, John Turner had 12, and Jim Gooden added 11. For Wire Mill No. 2 Larry Sordelet led with 22 points and Kirk VanRyan added 12.

Winter St. No. 2 came from behind in the last quarter to beat Wire Mill No. 1 64-59. This, almost a duplicate of the first game of the night, saw Wire Mill No. 1 lead the first three quarters with Winter St. No. 2 tying the game at the start of the fourth quarter. Wire Mill then regained the lead until one minute to go. Winter St. tied the game 59-59, then hit a field goal and three free throws to win the game. Bob Gerber led his team to victory with 36 big points, aided by Ron Graft with 11. Tom Rodgers led the Mill with 19, Rick Stollar had 14, and Don Lambert added 10.

Wire Mill No. 3 bombed Dy-nomite 104-59. Dy-no-mite playing game only for a short while before tiring. Willie Underwood led the winners with 32; Ed Brooks had 16; Tom Scott and Bob Paschall each added 14, Perry Davenport 12 and Larry Whitt 10. Dy-no-mite's efforts were shared by Calvin Howell and Tom Clancy with 18 apiece, Curley Johnson with 16, and Larry King with 6.

The current league standings are as follows: GPM, 7-0; Specialty Motor No. 2, 6-1; Leaky Hutch, 4-1; Wire Mill No. 3, 8-2; Winter St. No. 2, 5-2; Wire Mill No. 2, 4-3; Dy-no-mite, 4-4; Decatur, 4-5; Winter St. No. 1, 3-6; Wire Mill No. 1, 1-6; Specialty Motor No. 1, 1-6.

## Shooting teams in first-place ties

The teams of T. Clymer and T. Schmitt are tied for first place in the 12-team competition of the GE Trap & Skeet League. Holding high average in trap with 22 points of a possible 25 is Tom Schmitt. High average in skeet with a score of 23 is claimed by

Heading into its third week of competition, the Trap & Skeet League meets weekly at the Fort Wayne Winchester Gun Club. Teams are captained by: J. Heller, C. Nix, B. McGuire, G. Krotke, W. Nierman, J. Rupert, E. Connett, T. Clymer, R. Shimmeman, T. Schmitt, B. Lamb and B. McReynolds.

Other scores will be published in the GE News as the season progresses. For details about the league, call Darrell Buuck, Ext.



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Dan C. Crabtree **Communications Manager** Dick Knoph, Editor Rex Mericle, Chief Photographer

### First increase in 1961

## Eligible retirees receive fifth voluntary pension increase; trust liabilities climb

sions of approximately 48,000 retired GE employees was made by General Electric effective this week, Jan. 1. The increase will range up to 12 percent with the maximum going to those who retired Jan. 1, 1971, or earlier. To be eligible, a pensioner must have retired directly from the service of the company and be receiving a pension as of Jan. 1,

On the same date, the pension "update" announced in mid-1973 to improve accrued pension credits of active employees also became effective and will apply to pensioners who retired on or after June 1, 1973, if it would give them a larger increase than the percentage improvement.

Fifth Voluntary Adjustment

In a recent letter to all eligible retirees, GE chairman Reginald H. Jones told them of the new percentage pension increase and explained how this would relate to the previously announced "update" of pension credits which applies to recent retirees as well as to active employees.

This is the fifth voluntary adjustment in pension payments made for many retirees. The four previous increases were made in 1961, 1963, 1967 and 1971.

Good to Use Formula

crease pension plan consultants point out that there is good reason to use a formula that results in the largest percentage increase going to those who have been retired longer. Such individuals have felt the effects of inflation to



#### FOR SALE

TRAILER, Prls., 12x56, will move it for you. 639-3300 Hgland.
ICE skates, 2 pr., sz. 10, 1 men's, 1 women's. 637-3303.
FIREWOOD, dry, mixed hardwood. 623-3734 aft. 5.
COAT, hat, girl's sz. 3, like new, cost \$36, sell \$12. 743-8673.
BIKE, 20" Schwinn, 5-spd., \$55. Magnus 12 chord organ. 425-6421.
BABY travel bed, walker, good cloth diapers. 489-5427.
'72 MEMORY, 12x60, 3 br., furn., sp. for W&D, ties, shed. 748-1238.
DRYER, like new. 489-9560 aft. 5.
TV, color, old model, works, needs tune up, as is, \$40, 432-4793.
TREADMILL exerciser, like new. 433-5942.

ADDING machine, Royal, \$15. 747-

ICE fishing box, poles & lantern, \$10. 745-3079.

GE polisher-scrubber. 447-5620. RADIO, console, \$25. GE humidifier, \$45. 436-6724.

\*ADLETS

GE NEWS BLDG, 18-3

ALL ADS MUST BE PRINTED

Ads must be received only on this form by noon Monday for publication

Friday. Submit only one per issue, using one letter or number per box on form; don't include spaces. Print phone number only on line indicated.

Property advertised must be available without regard to race, creed,

 $\star$  The item(s) referred to in this ad is are in no way connected with any

For Sale \*

☐ For Rent \*

national origin or sex.

Home Address

business venture.

GEN Form A 2

☐ Wanted

☐ Free

a relatively fixed income for a longer period. In addition, they have not had the benefit of the most recent pension plan improvements, such as the new minimums for those retiring on or after June 1, 1973.

The new voluntary increase and the "update" of credits will million.

An increase in the basic pen- a greater degree, having been on increase the liability of the General Electric Pension Trust. Starting this year, the company will have to put additional contributions into the Trust to cover the new liabilities. The increased liability of the Trust for these pension improvements is estimated to amount to about \$150

## Here are formulas used to compute pension boost

Here's how the voluntary percentage pension increase and the previously announced "update" — will apply to eligible retirees:

The percentage increase applies to all who retired directly from the company and are receiving a pension as of Jan. 1, 1975. It will be equal to three percent of the retiree's basic pension multiplied by the number of years of retirement since Jan.

For example, a pensioner who retired on or before Jan. 1, 1971, will receive 12 percent. One who retired on Jan. 1, 1972, will receive a nine percent increase. For a pensioner who retired on Jan. 1, 1973, the increase will be six percent, and so on. Pro-rated a year. For example, a pensioner who retired on July 1, 1972, will receive a seven-and-one-half percent increase.

The percentage increase which applies to a pensioner's retirement date will be applied to his or her basic pension after adjustment for such factors as early retirement or the election of a survivorship option. Of course, any supplemental payments or additional payments to provide a minimum pension are not included in calculating the basic pension increase; but the amount of the increase will be added to the current pension payment, even if this was determined under one of the minimum pension formulas.

The pension "update" for those who have retired directly from

RIMS (4), 8x14, Chev. Black ice skates, girl's 4. 623-3785 Mnrvl. '66 MUSTANG, conv., 289, auto., red, little body work, \$375. 485-6506. CARPET w-pad, 3 brs. & hall, beige, \$135. Pantsuit, sz. 14. 485-2522. SNOW tires (2), 650x13, 1 rim, good cond., \$15. 432-3353. GAS conversion burner, 18,000 BTU, used 2 vrs. 456-8300.

used 2 yrs, 456-8300.

'69 FORD LTD sta. wagon, air, PB, PS, reas. offer. 483-6717.

Bldg.

Pay No.

GE Ext.

Lost

Found

Ride Wanted

☐ Riders Wanted

the company on or after June 1, 1973, and are receiving a pension as of Jan. 1, 1975, means that an additional calculation will be made for these retirees to be sure that they receive the full increase for which they are eligible. Here's a summary of what happens in calculating the "update:"

Under the "update" formula, basic pension credits will be increased by one-tenth of one percent of average annual pay for 1964 through 1966 for each full year of service from Sept. 1, 1946, through 1965. There is a minimum increase in annual pension of \$5 for each such year.

Also, under the "update" men will have their pension credits for service before Sept. 1, 1946 recalculated to give them the same creams for this service that women have already received.

The increase resulting from these two calculations will be adjusted for early retirement and any survivorship option election. In addition, if a pensioner is receiving an additional payment to provide a minimum pension, any increase resulting from these calculations will increase the total payment already being paid.

After the calculations for the pension "update" are made, the result will be compared with the pension resulting from the percentage increase. The retiree will receive the larger amount.

The "update" applies to all who retired, or will retire directly from the company on or after June 1, 1973.

WHEELCHAIR, slightly used, good -cond. 456-3115.

BASEBALL, football cards, good cond., cheap. 447-5803.

HOUSE trailer, 8x34, best offer. 747-7047

7847.
FIREWOOD, split, deliver, stack for \$20-rank. 748-1423.
PUPS, AKC St. Bernard, 9 wks. old, \$35. 298-2867 Edgerton, O.
HONDA trail bike, 70 cc, 3-sp., auto., street legal, \$220. 747-9606.
WASHBOWL, white, bath, & fittings.

747-0386. CHEVY hobby stock, less engine, cheap. 427-8263.

### WANTED

TRACTOR tire, 13x38, 6 ply. 447-1605. STOVE, pot belly. 749-9442. SNOW tires, F78-14. 747-0031. REFRIGERATOR, good cond., cheap, to be converted. 489-5457.

### FOR RENT

FURNISHED, by GE, utilities, 5 rm., ideal, baby room, safe. 432-3445.

#### RIDE WANTED

MAPLEWOOD Terrace, Broadway, 8-4:36. 485-6474.

#### **RIDERS WANTED**

DECATUR or area to Bdwy or T.S., 2nd shift. 592-7279 Decatur.



## Alley Chat **Debbie Bowers**

Mary Saxton led the women scorers with a great 575 series. (That's the high ladies series in the Club this season!) Congrats, Mary. Ella Hardiek hit a 213 and a 192, Elsie Oliver a 210, Sue Eme 205, Jo Thomas 204 and Donna Treesh 202.

The Sunday Sandbaggers League reported Jim Walker rolling a

240, Randy Cunningham a 238 and Dave Myers a 217.

Monday Night Office League's Ed Koontz claimed a fantastic 674 series (with games of 244, 221 and 209) followed by Ken Bainbridge who rolled a 649 (games of 248 and 212). Dave Knepple rolled a 623, with Bob Hess scoring a 268, Bob Knepple 243, Ted Ross 241, Bob Stout 236, and Herry Helberg, Jim Rieger and Paul Long each bowling a

A 615 was scored in the Adam & Eve League by Jack Colgan, including games of 247 and 214. Joe Kramer of that league had a 212

Dick Gick of the Sunday Night Mixers rolled a big 254 game, with Dave Myers holding a 223 and a 200, Ron Rubrake and John Henderson a 216, and Jay Bueter 205.

A 231 held high game honors in the Masonic League, rolled by Courtland Anderberg. A 226 was scored by Gil Kinder, a 224 by Gene Egts, and a 209 by Gene Bryau.

Otis Sanders (Hermetic League) claimed high score honors with his 247 game. J. Turner hit a 244, John Craig scored a 237, Lee Schultz a 234 and Dave Sandbagger Uncapher claimed a 233.

Wednesday Owl League boasted a 240 score, rolled by good 'ol George (alias Wilson) Lambert. Ralph Hill claimed a 232 (for a 606), Maurice Haines a 221 (for a 601), and Jim Provo a 219.

Ron Rubrake led the Thrusday Owl League with his 228, Dale Sowards rolled a 223 and a 212, Jerry Saylor had a 214, Maurice Haines a 213, Duke West and Dale Sowards 212.

Small Motor League high scorers included Dean Crum's 235 and 205 games for a 623 series. Jim Comer swept the alleys with his 245, Milt Marks a 243, Harold Rittenhouse 236, Dave Fitch and John Thurber 235, John Hunnicutt 234, Harold Somers 232 and 200 (for a 605), and Charlie Gnau 232.

We're sorry we had to omit many of the 200 scores due to limited newspaper space. We'll do our best to publish as many high scores as possible in future weeks.



### Earning his five-gallon pin

JOINING THE RANKS of employees who have achieved the status of donating five gallons of blood to the American Red Cross, Fred Holt, ACBD vice president and general manager, sits atop a table in the GE Club auditorium. In the final blood drive of 1974 scheduled by the Specialty Transformer Business Dept. on Dec. 18-19, employees from several Fort Wayne GE plant locations turned out to help. On the table in the foreground is Bob Leach, Taylor Street engineering.

## Something happening each week as Elex opens its 1975 calendar

Elex members start off the new year with at least one activity each week in January. Here's the first month's calendar:

Jan. 6: Partizan Chapter board meeting, 11:30 a.m., Lucky Steer Restaurant, 2912 Getz Rd.

Jan. 8: Pen El Chapter installation banquet, noon, YWCA.

Jan. 13: Elex Supper and Bingo program; supper served 4:45 to 5:45.

Jan. 15: El Par Chapter social meeting, 1 p.m., YWCA.

Jan. 15: Tour at Byron Health Center, 7 p.m.

Jan. 16: Elex Luncheon program, 11:30 a.m., Gateway Smorgasbord, featuring the "Northern Notes."

Jan. 20: Elex Executive Committee meeting, 4:45 p.m., Bldg. 18-3.

Jan. 21: Partizan Chapter social meeting, 1 p.m., YWCA. Jan. 22: El Par board meeting, place to be announced.

Jan. 28: Elex Executive Board meeting, 7:30 p.m., Bldg. 18-1.

INDIANA COLLECTION

## GPM rallies to 'Crank-Up Sales' campaign to strengthen business

The thrill of the chase — the race to the finish — the excitement of being a winner!

Few events create as much interest and enthusiasm as automobile racing, and the marketing employees in the General Purpose Motor Dept.

know it. In an effort to "rev up" their business in 1975, they're launching this week a "Crank-Up Sales" campaign to give their sales forces "the green flag and extra emphasis on getting new orders for GPM motors."

Announcing their campaign in

two specially-designed publications aimed at boosting OEM (original equipment manufacturers) and distributor sales, the department is inviting four pooled sales organizations to driving speed and direction in

"start your engines! . . . the

order-getting is up to you," according to the new newspapers. "The 1975 race can be as fast as in past years," the publications

continue, "if each of you drives as fast as you can." Pledging their support to the pooled sales forces — the Components Sales Dept., Apparatus Distribution Sales Division, Industrial Sales Division, and Electronic Components Sales Dept. - GPM marketing employees promise that as an "excellent pit crew," they will keep a vigilant watch of each field salesman's progress on the order-getting track and "actively work to keep you in first place" to gain increased

share of available markets.

GPM's "Crank-Up Sales" campaign is laced with incentive prizes to reward outstanding sales efforts. Called the "Sales Rally Rules of the Road," salesmen will be competing on the basis of accomplishments such as: increased net-salesbilled through any targeted new account or an established account having a new motor application, outstanding service through "instant reaction" to special customer needs, and successful consignment and warehouse inventory control.

GPM employees "standing tall" in helping the department's sales forces achieve these results are also eligible for incentive prizes and recognition, according to the publications.

The awards ready for the

earning include a handsome scale model of the classic Duesenberg automobile, complete with a contained AM radio - a valuable desk-top recognition of a race well-run.

**Strong Communication** 

The publications — "Sparkplug" (for OEM sales) and "Family Voice" (for distributor sales) — are written to carry vital sales and marketing information throughout the year to the men and women in the competitive sales field. They will be backed up with GPM Information Letters which communicate "hard facts" such as design and price changes, GPM marketing people note.

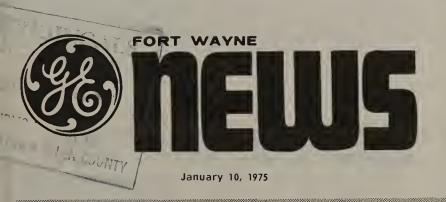
Unique additional sales incentive programs, including special offers for distributors and Servicenters, will also frequent the "Crank-Up Sales" campaign, and a high-impact, full-color antique auto direct-mail program for prospective customers featuring several brochures slanted toward GPM high growth markets will supplement aggressive sales efforts in 1975.

"As in every race, there are winners and record-breakers,' concludes one story in the new publications. "In this 'Crank-Up Sales' campaign, we've designed contests for you that make every driver eligible to win a lap prize.

"When the checkered flag is waved," marketing employees expect "the GPM car to be the first across the line."



TWO NEWS PUBLICATIONS designed by General Purpose Motor's marketing function are in the mail this week to keep field sales engineers of OEM and distributor sales informed of the exciting "Crank-Up Sales" campaign activities planned to strengthen GPM business in 1975. The first issue of "Sparkplug" features a caricature of GPM marketing manager Dick Fife and is aimed at the men and women selling in the OEM market segment of the business. "The Family Voice" is targeted to GE distributor and Servicenter salespersons, and features Joe Scattaregia, distributor sales manager, as the "modernized Godfather." Although he's now a respected businessman, he hasn't forgotten how to place "contracts."



White House recognizes **WINners** See Page 2

### Cost-consciousness pays

## More than \$2,500 shared by ten employees with ideas

Ten employees here have been recognized recently for their efforts to help keep their businesses cost-competitive. Their individual and joint contributions came in the form of ideas, written down and submitted to the GE Suggestion Plan. Collectively, they earned a whopping \$2,699.50!

Don Sterling, a die repairman in the General Purpose Motor Dept.'s section 14 toolroom, earned \$650 for his suggestion to change the total clearance of a die. In his 32 years with GE, he estimates that he's turned in more than 100 suggestions. This most recent award is by far the largest he's ever received.



RECEIVING CONGRATULATIONS from Specialty Motor Products Dept. general manager Dave Gifford are Taylor Street employees, seated from left, Tom Koehl, Hulda Stuerzenberger and Robert Shaefer. Koehl, a toolmaker in the SMPD operation, split a \$357 suggestion award down the middle with S.W. Epperson, not pictured above. Hulda Stuerzenberger, an inject winding operator, earned \$137.50 in the GE Suggestion Plan, and Shaefer, who is also a toolmaker at Taylor Street, received \$414 for his cost-saving idea. More photos on Page 3.

Robert Shaefer, a toolmaker in the Specialty Motor Products Dept. Taylor Street operation, earned \$414 for his idea to modify and redesign work being done on automatic stator lacing ma-

Charles Kizer, a group leader in General Purpose Motor's Winter Street plant, received \$300 for his suggestion to use a mechanized turn table to rotate hermetic stator cores for brushing rather than physically moving the pallet by hand. His suggestion made the operation more efficient and more convenient for the operator.

Joe Hill of the Technical Resources Operation earned \$229 for his suggestion to install an oiling device on fabric insulate machines, thus eliminating a respool operation.

Bob Snyder, also from TRO, suggested the use of a "Koldwelder" instead of an electric butt welder for certain drawing machines. He earned \$218 for his idea.

Dick Fisher, still another Technical Resources employee, received \$200 for his idea to

Please Turn to Page 3



OFF TO A RUNNING START, General Purpose Motor Dept. sales managers at last weekend's midget car races in the Coliseum kick off GPM's "Crank-Up Sales" campaign. Marketing manager Dick Fife sounds the starting pistol as, from left, Stu Brown, Bob Wickstrom, Tom Fenoglio, Walt Reidinger, Gerry Green and Joe Scattaregia are off and running with extra effort to back the department's pooled sales forces in getting new orders for GPM motors.



"THE GODFATHER" GOES MODERN. Joe Scattaregia, General Purpose Motor's manager of distributor sales, has established his 'family' of salespersons, and intends to expand his territory in 1975. He's letting everyone know it too, including race car driver and promoter Victor Lipkey, shown in the above photo.

Employees agree it affects everyone

### Individual efforts help fight inflation, protect jobs



**Employees are WINners** 

## Eleven here honored by White House for suggestions to Whip Inflation Now

a GE News "Speak Out" feature on inflation last October. Although their views on coping with the country's worsening economic headache were varied, all agreed that everyone — wage earners, retired people, farmers, stockholders, corporations and governments - had a stake in finding a fast and final solution to the problem.

Following publication of their responses on inflation, Dan Crabtree, communication manager for the Employee and Community Relations Operation, sent the Fort Wayne GE News to the White House. President Ford has asked all Americans to do their part in fighting inflation, and the GE News provided written evidence that at least 11 citizens here have been giving it some serious thought.

In November, the President wrote back and praised these General Electric men and women for their commitment to "Whip Inflation Now" (WIN), and enclosed red and white, embroidered WIN buttons for each of the "SPEAK Out" respon-

Eleven employees responded to dents. The employees received these distinctive buttons this

The GE people honored by the White House and the President are: Ike Moser, maintenance painter, Specialty Transformer Business Dept.; Kathy Cole, secretary, Specialty Motor Products Dept.; Rose M. Baily, assembler, General Purpose Motor Dept., Taylor Street; Roscoe Martin, leading operator, General Purpose Motor, Taylor Street; R. Bearman, production control specialist, Technical Resources Operation; Paul L. Trier, quality control inspector, Hermetic Motor Operation; Wayne W. Kaley, tester, Specialty Transformer; Dolores Hartman, presser, General Purpose Motor, Broadway; Faye Friederich, operation planner, Specialty Transformer; Flora Crawford, assembler, General Purpose Motor, Winter Street, and Ellen Hofrichter, packer, Purpose Motor, General Broadway.











Moser





THE WHITE HOUSE WASHINGTON

November 26, 1974











Hersel R. Ford



Dear Mr. Crabtree:

Thank you for your letter of October 24 . enclosing a copy of your special inflation issue of your employee newsletter, GE News. I am pleased to learn that General Electric employees in Fort Wayne will be doing their part to help in our national effort to stop inflation and save energy. With the help of individuals and businesses across the land, our country can overcome this serious problem. This is a difficult time for all of us. Victory is assured, however, by the will and spirit of Americans

Thank you again and keep it up.

With best wishes.

## NEWS NOTES

### HMO makes additional hourly, salaried cuts

Effective today, approximately 40 hourly employees in the Hermetic Motor Operation will be laid off as a result of the removal of a production line. Those affected were notified of the layoff last week. In addition, business conditions require another 10 percent reduction in the operation's salaried workforce, bringing the total of exempt and nonexempt employees affected by lack of work to 25 percent since the beginning of the year.

HMO manager Bill Carmody attributes these most recent employment cutbacks to the prolonged strike at Tecumseh Products, the operation's largest customer, and "continued declines in customer sales and the economy in general." Prior to the Nov. 18 strike, Tecumseh represented about 70 percent of HMO's sales.

### Louisville trims employment another 2,900

Another 2,900 workers at General Electric's Appliance Park in Louisville, Ky., a major customer of GE departments here, will lose their jobs Jan. 13. With Monday's employment reduction, approximately 5,400 men and women will have been laid off in Louisville during the past several months.

The upcoming layoffs will reduce the hourly workforce at the plant to about 12,600, down from a high of about 18,000 this past summer. Total employment at the plant will now be about 17,600, down from almost 23,000.

### Good news! Huge savings plan payout begun

More than 163,000 employees, retirees and former employees have been receiving securities and cash this week as the result of a huge "payout" of the General Electric Savings & Security Program and GE's Savings and Stock Bonus Plan. This year's distribution, which began Jan. 6, includes GE stock certificates, S&S Program mutual fund units, U.S. Savings Bonds and cash totaling \$137 million - the sixth largest in total dollar amounts since 1963 when the first combined savings plans distribution was made.

Read more about this giant "payout" and about Fort Wayne's share of the distribution in next week's issue of the GE News.

### For hourly

## LTDI rates drop about 20 percent

A rate decrease! You don't hear of too many these days, but there's one coming for participants in the Long Term Disability Insurance Plan for hourly employees. The reason: favorable claims experience in

Beginning Jan. 1, the rate for hourly-paid employees with less than 14 years of credited service will be 1.2 percent of normal straight time earnings — a reduction of 20 percent from the 1974 rate of 1.5 percent. Hourly employees with 14 or more years of credited service will pay a rate of \$1.75 per week — a 20.5 percent reduction from the \$2.20 per week

For salaried employees, the rate of \$1.70 per month per \$100 of monthly benefits will remain

The LTDI plans provide that the insurance carrier will establish the rate of contributions for each year on Jan. 1 on the basis of the prior year's ex-

Metropolitan, which carries the LTDI plans, reports a favorable claims experience in the plan for hourly-paid employees in 1974, leading to the announcement of the new reduced rate. In contrast, the hourly plan in 1973 ran a deficit of nearly \$2 million and rates went up in 1974.

Since 1974 is the first year of unusually favorable claims experience since the hourly plan was introduced in 1970, claims experience in 1975 will determine whether contribution rates will be maintained, lowered or raised in the future.

LTDI coverage, when combined with disability pension and Social Security primary disability benefits, aims at providing a totally disabled employee with approximately half pay. It is hoped, of course, that the favorable experience in hourly claims will continue so that the new lower rates can be maintained.

### Retirees Club meeting goes back to Marina

General Electric retired men and women planning to attend the annual Florida meeting of the GE Retirees Club on Feb. 1 should note a slight change in the meeting place.

Don Brayer, chairman of the 1975 GE Day in Florida, announces that the traditional meeting place of the Clearwater Beach Marina will again be the spot where many vacationing and the Retirees Club.

resident pensioners can get together for the event. Contrary to previously announced plans. the meeting place will not be moved across the street this year to the Memorial Civic Center

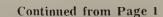
Brayer also advises that al who plan to attend should furnish a covered dish luncheon item and their own table service, including cups. Coffee will be provided by

## Suggesters trim costs, add to income

EARNING A BIG \$650 in the GE Suggestion Plan, General Purpose Motor Dept. section 13 die repairman Don Sterling receives hearty congratulations from foreman Jerry Uhl. Having worked for the company 32 years, Sterling says he's turned in more than 100 suggestions. Up until the time he received this check, his largest award had been for just a



little more than \$100.



machine-spool Lynn and Erie rectangular copper to a 24-inch shipping spool. His suggestion reduces both scrap and labor.

Lee Pressler, a maintenance machinist in area services assigned to the Taylor Street Wire Mill, earned \$194 in the Suggestion Plan for his idea to add a four-degree taper on the outside capstans of the fine wire drawing machines in the Mill. His suggestion results in better quality wire, less scrap and down-time previously caused by machinery problems, and helps keep the wire from getting misshapen during the drawing operation. With this award, the services suggester

estimates he has earned approximately \$1,400 in the Plan during his seven years with General Electric.

Tom Koehl and S.W. Epperson each earned \$178.50 in a joint suggestion at Specialty Motor, Taylor Street, to rebuild a particular chuck jaw used on end shield machines. Prior to their suggestion, chuck jaws were frequently being scraped and new ones had to be purchased.

Hulda Stuerzenberger, an inject winding operator who also works in SMPD's Taylor Street operation, received \$137.50 for her suggestion to attach a spring tension device on inject winding machines, reducing breaks in wire caused by inconsistent tension.



\$300 SUGGESTER Charles Kizer, a group leader at the General Purpose Motor Dept.'s Winter Street plant, receives check from foreman Ron Kroemer, left, as general foreman Elmer Matthews looks on.



FIVE-WAY HANDSHAKE and a round of congratulations go to Technical Resources Operation suggesters Dick Fisher, \$200, far left, and Joe Hill, \$229, far right. The men in the middle are, from left, Jack Reith, manager of shop operations; Harold Somers, foreman, and TRO suggestion coordinator Dan Alspach.



HOW ABOUT THAT! Lee Pressler, a maintenance machinist for area services currently assigned to the Taylor Street Wire Mill, stares at a \$194 suggestion award earned recently. In seven years with GE, he estimates that he's received \$1,400 from the Suggestion Plan. Presenting the check at left is George Finkbeiner, maintenance and facilities general foreman for area services at Taylor Street,



A GOOD IDEA turned into \$218 for suggester Bob Snyder, TRO. He shares a smile in the above photo with foreman Dave Begley, left, and shop operations manager Jack Reith.



Vol. 57 No. 2

about the people who help make the world's most dependable compenents

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EDITORIAL OFFICES: 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree **Communications Manager** Dick Knoph, Editor Rex Mericle, Chief Photographer



## Resubmit cards for '75 JUMP

Employees who have submitted Job Upward Mobility Program (JUMP) Job Interest Cards are reminded that under provisions of the program, all cards turned in during 1974 (except those submitted in December) became void at the end of the year.

To receive primary consideration for jobs listed under JUMP in 1975, employees should submit new Job Interest Cards as soon as possible.

## In Memory

FRIEDA L. POEHLER, 7736 South Hanna St., Fort Wayne, died Dec. 16. She retired in 1954 from Bldg. 4-3.

BETHEL R. HEERSCHE, 4306 Standish Dr., Fort Wayne, died Dec. 17. She retired in 1959 from Bldg. 17-3.

BENJAMIN CAHN, 3920 Oliver St., Fort Wayne, died Dec. 17. He retired in 1967 from Specialty Transformer.

G. RAY LINDEMUTH, 6708 South Calhoun St., Fort Wayne, died Dec. 17. He retired in 1959 from Specialty Motor.

ARTHUR C. WALDA, 1422 Pemberton Dr., Fort Wayne, died Dec. 18. He retired in 1947 from Bldg. 6-2.

CLYDE FORD, 2416 Weisser Park Ave., Fort Wayne, died Dec. 20. He retired in 1959 from Bldg. 26-4.

JOSEPH W. SHOVLIN, 1101 Rivermet Ave., Fort Wayne, died Dec. 22. He retired in 1957 from Bldg. 20-1.

ALMETTA TILL, 2827 Westbrook Dr., Fort Wayne, died Dec. 27. She retired in 1959 from Bldg.

ARTHUR E. MASKE, 2716 Waynedale Blvd., Fort Wayne, died Dec. 27. He retired in 1969 from Bldg. 17-2.

ROBERT L. FREEMAN, 140 West Gump Rd., Fort Wayne, died Dec. 27. He retired in 1962 from Bldg. 4-3.

MARY E. RUPP, 2308 Fairfield Ave., Fort Wayne, died Dec. 28. She retired in 1950 from Taylor

CHARLES P. THOMPSON, 1503 Lakewood Dr., Fort Wayne, died Dec. 30. He retired in 1965 from the Winter Street plant.

CLARENCE P. LINSKY, 24371/2 Smith St., Fort Wayne, died Jan. 1. He retired in April, 1974, from the Transformer Warehouse.

EDWARD E. FARRELL, 4721 Warsaw St., Fort Wayne, died Jan. 2. He retired in 1958 from Specialty Motor, Bldg. 6.

ALDA E. RYBOLT, Owensburg, Ind., died Jan. 6. She retired in 1958 from the Taylor Street plant.

### FMP meeting well-received

FINANCIAL GET-TOGETHER. Prior to addressing the Financial Management Program's annual dinner meeting held last month at the Chamber of Commerce, John Fink, manager of the Appliance Components Business Division's finance operation, center, discusses elements of FMP with Carole Glanton, General Purpose Motor Dept., and Jim Sheehan, Specialty Motor Products Dept. BELOW, Fort Wayne FMP association members and guests gather outside the meeting room.



## Retirements and January go together as eight more pensioners make plans

I from his job as a machine operator in General Purpose Motor's Winter Street plant. Having joined General Electric in 1941, he plans to "relax awhile, then decide what to do during

ESTELLE KRAUS retired Jan. 1 from General Purpose Motor's Broadway plant as a motor assem-bler. She joined the company in 1943 and says she's "headed for Leisure Lake Village in Florida" to enjoy the

Lake Village in Florida" to enjoy the winter months of sunshine.

WILLIAM BRAY retired Jan. 1 from General Purpose Motor's Taylor Street plant, where he worked in end shield die cast. He looks back on more than 32 years with GE. The retirement life ahead? He says he'll "just enjoy it."

C. LORETTA MULLIGAN chose optional retirement from her job as a cost clerk at GPM Taylor Street. She joined the company in 1933. Her

joined the company in 1933. Her retirement plans are simple — she'll "hibernate in the winter; go to the lake in the summer."

HAROLD A. MUNDT retired from his job as a stockkeeper at GPM's Broadway plant on Jan. 1. Joining the company five days before Christmas in 1926, now that retirement is here, he says he'll do what he wants —

when he wants.

FRED J. IMMEL retired Jan. 1
from the TRO Wire Mill at Taylor
Street, where he was an enameler of
machine wire. He joined GE in 1943.
In no rush to enjoy his pension years,
he says he'll simply "take things as

they come."

HAROLD F. NIEMAN retired as a machinist major from area services at Broadway on Jan. 1. He joined the company in 1944. Retirement will mean he'll be able to "do a lot of things I've been putting off" while working

FREDERICK W. REINKING retired Jan. 1 as a stockkeeper in the Hermetic Motor Operation. He began working at Hermetic in 1929. With music as his hobby, he'll fill retirement years ''working on my Baldwin organ education.''











STBD Club plans activities



A NEW SLATE of officers and directors of the STBD Management Club meet to discuss 1975 activities. From left are Dave Donnelly; Larry Franck; Ken Gugleman; Tim Killworth, president; Lee Rademaker, vice president; Hal Harter; Jerry Dill, secretary-treasurer (seated), and Joe Sutton. Tentative events in the new year include a fish fry, Coliseum event, Spring Dinner Dance, Las Vegas party, sports outing, theater party, major baseball or football trip, and steak bake.

## GE applies for time to study fiduciary responsibility sections of Pension Act

"A study of just about all of our GE benefits plans and practices is now being made so that we can be sure that they are in line with any regulations and rulings which might be issued under 'fiduciary responsibility' sections of the recently enacted Employee Retirement Income Security Act

Edward H. Beekman, GE's manager of Employee Benefits and Compensation, told about the effort going into the study. "Currently, Corporate Employee Benefits specialists and lawyers are checking every possibility of the need for any amendment to any plan," he said. "The Act applies to many more benefit

FOR SALE

73 PINTO wgn., 4-spd., good cond. 749-0706.

SNOW tires (2), 8.45-15, used 2 mo., \$25. 743-9146.

LAMPS (2) Rembrandt, 3-way switch. 2 step end tables. 745-5235.

DRYER, gas, sacrifice, \$25. 749-2371.

BEAGLE, male, 1 yr. old, has shots, \$35. 745-9765.

TWIN bed, headboard, frame, springs, used, \$10. 744-6201.

SNOW skis & boots, reas. 743-5015.

TV, B&W console, good picture. 446-8165.

'65 FORD Galaxie 500. 744-0553. '66 CHEVROLET, 6, \$250. 446-8333

plans than the pension plan, even having to do the same, as though it's called the Employee Retirement Income Security Act. For example, insurance plans and vacation plans may be involved. Because GE has so many benefits it's going to take time to check all implications of the Act and application of possible regulations.

"In order to do this checking in a thorough fashion and in keeping with recently issued government procedures, GE has filed an application for postponement of certain fiduciary responsibility provisions of the Act," Beekman said. He added that it appeared that many companies with broad arrays of benefits like GE's are

PUPPIES, mother reg. Spitz. 639-3601 Hglnd. BODY parts '66 VW Squareback, no rust. 747-2169.

ELEC. pan, vanity, all-wthr. coat sz. 12 ladies. 456-2539. YAMAHA 350, '72 model, 2 cyl., ex. cond. 747-6953.

provided for under the Act.

Beekman emphasized that the purpose of the postponement is merely to provide time for a careful review of status of GE benefit plans with respect to the fiduciary responsibility sections of the Act and will not affect the administration of the plans. Therefore, it will in no way adversely affect the interest of any plan participant or beneficiary.

A notice of the application for postponement, including a list of the various GE benefit plans being studied during the postponement and other information, is posted on plant bulletin boards.

EVE. gown, long, blk., sz. 16½, new, never worn. 483-0069.
'70 HOLLY Park M.H., 12x60, 2 br., shed & skirt. 432-3319.

SNOW fires, G78-15, Dynaglass, 1 mo. old. 636-7264 Albion.

CAPE, fake fur, worn once, paid \$75, sell \$35, 745-1010.

☐ Ride Wanted Riders Wanted □ Lost Found

'66 CHEVROLET, 6, \$250. 446-8333 aft. 10:30 a.m.
TIRES, used, 12x26, for combine. 244-3470 Col City aft. 7 p.m.
ACCORDIAN, new, 120 bass, 20 sw., cost \$500, sell \$200. 489-5770.
ENG. & trans. & rad., 273 Ply. Might trade. 485-9136 aft. 4.

☐ For Sale \* \*ADLETS □ Wanted GE NEWS BLDG. 18-3 ☐ For Rent \* ☐ Free ALL ADS MUST BE PRINTED Ads must be received only on this form by noon Monday for publication Friday. Submit only one per issue, using one letter or number per box on form; don't include spaces. Print phone number only on line indicated. Property advertised must be available without regard to race, creed, Name Home Address\_\_ Pay No.\_ GE Ext. \* The item(s) referred to in this ad is are in no way connected with any GEN Form A 2 Signature

## Certain fees for services of psychologists covered with benefit improvement

An amendment to the General Electric Insurance Plan concerning psychologists' fees has been approved and will apply

retroactively for covered ser-

MINI-Schnauzer, AKC reg., female, 17 mos. old, \$65. 637-6670.

FILE cabinet, 4-dr., w-lock. Coffee table, chest. 493-2241.

DOOR, wood, w-outside track, sz. 8x8. 449-1914.

CAMPER, w-pull-out, stove, sleeps 7, ex. cond., \$800. 484-5665.

ex. cond., \$800. 484-5665.

RANGE, elec., rotisserie oven. 623-6881 aft. 4:30.

RECORD player, GE portable, stereo, \$15. 747-3613.

WOOD, dry ash, \$20-rank, pick-up; \$25-del., East end only. 485-3853.

SEWING machine, Kenmore. Mirror, 36x24, like new. 484-3641.

DRAPES, lined, beige, 90x118, facia board. 456-3823.

#### WANTED

ALTERATIONS, repair, for men, women, 447-3789 aft. 7 p.m.
LADY who called re: 2 cane chrs., pls. call again. 447-1485.
BAND saw, 12" or 14", 2 wheel work bench, or legs only. 456-4033.
BABYSIT in my Southeast home, any shift, ref. 745-2089.
DRILL press, ½" cap., good cond. Playpen, wooden. 483-8371.
OIL tank, 250 gal., w-lines & filter. 483-6764.
CHEST of drawers, good cond., reas.

483-6764.
CHEST of drawers, good cond., reas. 747-4829.
HUMIDIFIER, 2 or 3 yrs. old. 337-2787 St. Joe, Ind.
SLIDE trays, 35 mm, Sawyer's circular, 100 capacity. 432-3445.
PIANO, upright, reas. 744-2580.

#### RIDE WANTED

BDWY. to S. Warsaw, 12 mid., or both ways, 3:30-12. 446-6323.

#### FREE

WOOD door & storm door, both 30". 435-6783.

vices rendered on or after Jan. 1,

The improvement expands the GE Insurance Plan to cover the fees of psychologists as Type B medical expenses if the services are performed within the lawful scope of a psychologist's practice and would have been covered if they had been performed by a physician or psychiatrist for treatment of illness or injury.

This improvement, which was originally scheduled to go into effect on Jan. 1, 1976, was made to apply retroactively from Jan. 1, 1970 as a result of a study of various legislation relating to coverage of psychologists' fees under group health insurance plans. An insert to the Insurance Plan booklet describing the change in detail will be distributed to employees in the near future.

Employees may submit insurance claims for psychologists' service performed since Jan. 1, 1970, if the patient was covered under the plan when treatment was given. Claims should include a statement showing name of patient, diagnosis, dates of treatment and charges by the psychologist. Since claims for services rendered can refer to other years, employees submitting these types of charges may experience some delays in payment.

## Nearly 4,000 share \$4.7 million payout here

distribution, of securities and cash — valued at more than \$137 million as the year began — was on its way to more than 163,000

On Jan. 6, a huge payout, or GE employees, retirees and bution was made. former employees. It was the sixth largest in total dollar amounts since 1963 when the first

The \$137 million made up the annual payout of the General Electric Savings & Security combined savings plan distri- Program and GE's Savings and

certificates, S&S Program Mutual Fund Units purchased under the plans, as well as cash, were mailed from GE's Treasury Operations in Schenectady, N.Y. United States Savings Bonds purchased by participants were mailed from the U.S. Treasury's disbursing center in Phila-

In Fort Wayne, 3,916 people participating in the Savings & Security Program and the Stock Bonus Plan received more than \$4.7 million in combined securities and cash. See the chart accompanying this article for a complete breakdown of how this year's payout was distributed to GE people here.

The distribution represented the investments of participants in the S&S Program in 1971 and savings of participants in the Savings and Stock Bonus Plan in 1969. It also included securities purchased for participants with company matching payments in those years. S&SP participants leave their investments in trust for a specified three-year holding period and receive a 50 percent company matching payment. Stock Bonus Plan users leave their savings in for a specified

Stock Bonus Plan. GE stock five-year period and receive a bonus in GE stock of 15 percent of their savings.

> Company-wide, more than 140,000 were on the receiving end of the S&SP payout while 23,000 received the Stock Bonus Plan securities.

The total value of the payout is based on Dec. 31 closing market values for GE Stock and S&SP Mutual Fund Units, plus maturity value of the U.S. Savings Bonds being distributed, as well as cash.

Of the payout total of \$137 million, more than \$126 million went directly to participants in the plans by U.S. mail. Approximately \$8 million was placed in the Retirement Option accounts of S&SP participants who had elected to use this feature. The Retirement Option allows you to have securities purchased with GE matching payments held in trust until you retire or leave the company for other reasons. This way you can increase retirement income as well as delay payment of taxes until after retirement, when taxable income is usually lower.

Nearly \$3 million of the distribution was made up of fractional shares of Stock and Fund Units. These will be carried forward into each participants next payout to help make up full shares and units.

How did participants receiving the distribution have their money invested? Here's the value of the various kinds of securities in the distribution:

\$31 million was the market value of GE stock.

\$74 million was the maturity value of U.S. Savings Bonds.

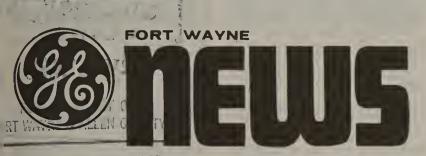
\$30 million was the market value of S&SP Mutual Fund

\$2 million was in cash.

In total, the payout included 0.9 million shares of GE Stock; 1.5 million S&SP Mutual Fund Units and 1.5 million U.S. Savings Bonds in various denominations.

## Here's how Fort Wayne split it up

|                               | NUMBER OF<br>PARTICIPANTS    | SAVINGS<br>BONDS | GE STOCK  | MUTUAL<br>FUND | CASH     | TOTAL       |
|-------------------------------|------------------------------|------------------|-----------|----------------|----------|-------------|
| SAVINGS & SECURITY<br>PROGRAM | 2,702                        | \$2,451,500      | \$438,179 | \$512,314      | \$27.016 | \$3,429,009 |
| RETIREMENT OPTION             | Included<br>in S& <b>S</b> P | \$ 84,700        | \$ 88,190 | \$ 89,786      | \$ 2,762 | \$ 265,438  |
| STOCK BONUS PLAN              | 1,214                        | \$ 953,700       | \$ 40,557 |                | \$11,623 | \$1,005,880 |
| TOTAL                         | 3,916                        | \$3,489,900      | \$566,926 | \$602,100      | \$41,401 | \$4,700,327 |
|                               |                              |                  |           |                |          |             |



January 17, 1975

## Plant Panel

See Page 2

### For future values

## Many recipients plan to hold onto securities

Although there is currently a decline in the stock market, this year's distribution under GE savings plans stood up well in total dollar value as compared to payouts of many other years. It was the sixth biggest payout year since 1963 when distribution of securities under the two GE savings plans were combined.

While many of those on the receiving end of the payout had immediate plans for their securities, others emphasized their determination to retain their GE Stock shares and S&SP Fund Units for their values in the future. Some plan to retain their Stock and Fund Units but still obtain cash for an immediate need by using these as collateral for a secured loan at their banks.

The Savings & Security Program Prospectus, as well as other brochures on stock and fund investments, underline the fact that the value of stock and fund units can rise or fall.

A GOOD REASON TO SAVE. Financial security surrounds Keith Spiker's family with the help of the Savings & Security Program. His six children have grown since the family portrait was taken six or seven years ago, and \$&\$P payouts have made growing-pains a little easier to bear. In the portrait above are, first row from left, Janet and David, now in grade school; Melinda, a high school freshman, and Keith's wife Virginia; back row from left, Keith; Sandra, a 1972 graduate of Ball State University; James, a sophomore at Indiana University, and Deborah, a junior in high school

## Savings plan helping out in two college educations

"Two down and four to go!" That's the way Keith Spiker, a cost specialist in the Hermetic Motor Operation here, describes his childrens' progress in college. Keith joined GE's Savings & Security Program when it first became available to employees, and invests at the maximum payroll deduction of seven percent. Six percent of his earnings are invested in a combination of General Electric Stock, Mutual Fund Units, U.S. Savings Bonds and the Retirement Option. He also places an additional one percent in the savings plan's life insurance option.

The annual payouts and the S&SP provision to withdraw money prior to the specified three-year holding period for the purposes of such expenses as college educations are helping this HMO employee put his boys and girls through school. He says the Savings & Security Program is "a great way for a guy who doesn't have too much money to invest to save for the future.'

## Investing now to save for future bills makes three-year waiting period easy

General Purpose Motor's Taylor Street plant, won't be receiving her first Savings & Security Program payout until 1978 — but the waiting doesn't bother her.

"I joined the savings program about a month-and-a-half ago," she says, "because it's a great way to save money. You can't get interest rates as high as these in most banks."

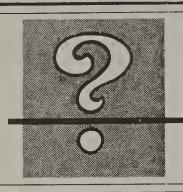
The GPM employee has worked for the company seven years, but it wasn't until the end of 1974 that she finally signed up to participate in S&SP."I'd heard many of my friends here talking about it," she recalls, "and it's one of those things you mean to do, but never actually get around to doing it. This year I did!" Shirley is investing four percent of her earnings in U.S. Savings Bonds and two percent in General Electric Stock. "My only regret," Shirley adds, "is that I didn't join S&SP as soon as I started working for the com-

Shirley Beard, an identifier pany." The Beards have four got to think about paying for who works with name plates in children, three of whom are girls. In addition to saving money for their educations, Shirley says, "With three daughters, you've

weddings, too. I think the S&S Program is a good way to save money for these events that will be coming up in the future.'



INVESTING IN THE FUTURE. Shirle / Beard and her husband have four children (three are girls), and they're counting on Savings & Security payouts to help ease financial responsibilities of higher educations and future weddings.



## **Plant Panel**

Employees Answer Today's Question

### Be dependable, curb absenteeism, put out products with pride

"Sometimes, such as now, there are outside factors over which we have no control. However, we have to be able to apply ourselves to the best of our ability, even though we may not always agree or think it's fair.

"Be dependable. By this I mean to curb absenteeism. We expect our pay, so let's give the company their money's worth. The quality of our work, doing our job right the first time, saves time and materials. Don't feel that you are doing the company a favor by being here; there is always someone else that can do your job as well as you do. Let's put out a product that we can be proud of!

SALLY EUBANK Secretary Hermetic Motor Operation





ALICE WHITE

### Cut spending, invest in bonds, cancel pay raises in this period

"We as employees must work with fervor, avoid walk-outs and strikes, and have a good relationship with management.

"Cut down spending in every way — even eat less. As a whole, most of us eat too much.

'Invest in bonds.

"There shouldn't be another raise during this period. I heard of a company who did this for more than a year-and-a-half. When the company made a profit they gave employees a bonus, and at the end of the year each received a profit share check of

"We are a team. This has worked for others. I'm sure it can work for us.'

ALICE R. WHITE Hand placer General Purpose Motor Winter St.

### Quality can produce requests for motors built in Fort Wayne

"The main thing would be to improve on our productivity to make a better motor at a fair price. We must have better quality and less scrap in order to surpass the competition.

"By building a better quality motor, more customers will be demanding a 'Fort Wayne-built motor.' We must have less absenteeism and less lost time in order to meet or beat our delivery dates for our production schedule."

GERALD F. WIDNER Specialty Motor, Taylor St.



GERALD F. WIDNER

### Have an opinion?

Do you have your own answer to protecting jobs in '75? Send it to the GE News, Bldg. 18-3. We'll print your comments and picture in a

### Nationwide ills of an uncertain economy and continued unemployment were carried over to the new year. What can GE employees here do in '75 to help protect their jobs?



DIANNA TINKHAM

### Shorter work week can open jobs, new U.S. policies needed

"One thing we could do is have more quality in our work so our customers will keep ordering. Better training programs and leadership are needed.

"Have shorter work weeks to keep more people on the job. This would affect everyone's pay, but in times like this we have to work together. Also, '30 years and out' with full benefits would help make open jobs.

"Last but not least, I feel our government is going to have to take a stand and make new policies to cut inflation, which in turn will help the employment situation."

DIANNA K. TINKHAM Tester Specialty Transformer

### 1975 'uncertainties' will ease if delivery schedules are timely

"Employees can help protect their jobs by working toward a reduction in absenteeism and scrap, and placing emphasis on building a quality product.

"Reducing backlogs is also a 'must,' and everyone's priority on meeting production schedule dates would help us to ride out uncertainties in 1975. This will be a year when customers must receive shipments promised on time."

JAMES A. McKINNEY Foreman General Purpose Motor Broadway



JAMES MCKINNEY

## Productivity, quality, better manufacturing methods protect jobs

"Every department budgets a certain amount of money for wages and salaries. This budget is based on expected sales and the production output required. The economy is bad now and sales have decreased drastically. This means the department has less money for wages and salaries, and they have to cut back on personnel.

"However, another amount of money is budgeted for the cost of manufacturing the product. If this cost of manufacture, which is directly affected by methods and productivity, could be reduced, then the manufacturing budget would be relieved and more made available for wages and salaries.

"Product quality also affects the cost of manufacture. If the product is not acceptable and has to be scrapped, regardless of how cheap or fast it was made, it will not bring any income to the department. Actually, it will represent extra cost, and result in a double loss. By the same token, if the product has to be reworked after manufacture so it will be acceptable, then the manufacturing cost is also in-

"If every employee would concentrate on improving manufacturing methods and increasing productivity while maintaining the required level of quality, then the manufacturing cost would be reduced. This in turn would free up dollars that could be used to pay wages and salaries, and more people could keep their jobs." ALEX MULLER

### Senior citizens bowling begins

Engineer Technical Resources

A Senior Citizens Bowling League is now being formed at the GE Club, Swinney Ave. at Broadway, with a special bowling rate of three games for only \$1. GE retirees are invited to bring friends with them to join in the fun! A meeting will be held Feb. 6 at 1 p.m. in the Club to plan details. For more information, call 743-8487.

## Broadway gate schedules change

In an effort to more adequately respond to pedestrian and vehicular traffic entering and leaving General Electric plants at East and West Broadway, been announced by Tom Corneil, closed. plant protection chief. With the flow through the reception center during non-rush hours on Jan. 13, the following new schedules will Saturday and reopen 6 a.m.

go into effect on Monday, Jan. 20:

West Broadway gate: open 24 hours a day, seven days a week for pedestrian traffic, and for vehicular traffic when the Lindchanges in gate schedules have ley and College gates are

College Ave. gate: open 6 a.m. exception of the East Broadway to 8 p.m. Monday through gate, which changed its traffic Friday; open 11:48 p.m. to 12:24 am. Monday through Friday. The gate will close at 12:24 a.m.

Bldg. 36 gate: open 6 a.m. to 12:24 a.m. Monday through

East Broadway gate: open 6 a.m. to 6 p.m. Monday through Friday. Between 8 a.m. and 3 p.m. all employees and visitors using this gate will be required to enter and leave through the reception center.

Fairfield gate: open 6 a.m. to 12:24 a.m. Monday through Friday; open 3 a.m. to 3:15 a.m. Tuesday through Saturday. The gate will be closed from 12:24 a.m. Saturday until 6 a.m. Monday.

Lindley Ave. gate: open 6 a.m. to 12:24 a.m. Monday through Friday; open Saturdays from 6:45 to 7:15 a.m., 8 a.m. to 4 p.m., and 12 midnight to 12:24 a.m. (Sunday); open Sundays from 8:30 to 9 p.m.

Gates will open and close the same times every day, unless an emergency situation necessitates a sudden change in schedule.



Vol. 57 No. 3

about the people who help make the world's most dependable components

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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

## Private enterprise system mere arm' of government?

"We have reason to be con- ultimately become the primary cerned whether the corporation as we know it - the characteristic institution of our American enterprise system will survive into the next century," Reginald H. Jones, chairman of the board of the General Electric Company told the Detroit Economic Club in a speech presented last quarter.

"One would think that an institution which has been so spectacularly successful would have an assured future — at least for another century or so. But curiously, it is almost impossible to find any prophet who sees much of a future for the investorowned corporation," Jones said. He warned the executives, "Absorbed as we are with the day-to-day tasks of running successful businesses, we cannot ignore the dangers to the survival of the system itself."

**FUTURE VULNERABILITIES** 

Looking toward the future, Jones called attention to five points of vulnerability. First, "The deepest challenge," he said, "comes from a basic shift in the values and beliefs that undergird our society. Increasingly, Americans distrust the market system and demand that government step in to assure them of economic benefits. Much of the public has come to feel that controls - in other words, central planning — are not only desirable, but superior.'

The second serious vulnerability is the possibility of financial starvation. Jones stated, "Corporations cannot survive without a steady infusion of capital investment in new plants and equipment, and new technology. Without this, the system runs down. If," he warned, "consumption-oriented tax policies continue over time to dry up the sources of voluntary savings and investment, then the United States will turn increasingly to public financing, and the power to tax could



REGINALD H. JONES: "Absorbed as we are with the day-to-day tasks of running successful businesses, we cannot ignore the dangers to the survival of the system itself."

source of capital. And that would be the end of capitalism and private enterprise.'

#### ECONOMIC TIGHTROPE

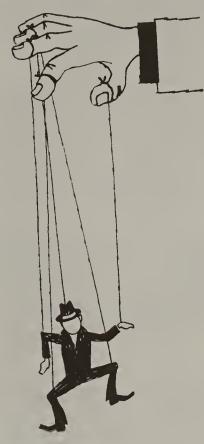
The third vulnerability that must be faced, according to Jones, "is the possibility that today's double-digit inflation, if it is not brought under control, could lead to political and economic chaos. On the other hand, excessively stringent measures to stop inflation lead to a down-spiralling recession. Thus we walk an economic tightrope between inflation and recession. Either of these problems getting out of hand could, conceivably, lead to demands for major changes in our economic system, with some form of socialism brought into being under the guise of emergency reform measures. The top 100 corporations would be the most vulnerable in such a situation. That's one reason why," argued, "we cannot regard a harsh recession as an acceptable solution for our problem of inflation."

#### PLANNED ECONOMY

The fourth vulnerability is that American corporations are increasingly obliged to compete on the international scene with state enterprise and state-controlled economies. "As more and more of the world turns toward planned economies, using the whole resource base of a nation like one single economic enterprise," he said, "we in the United States might, in self-defense, find ourselves drifting in the same direction. Well-meaning proposals of federal planning commissions to prevent shortages and anticipate problems have in them the seeds of a planned economy."

Lastly Jones cited, "The most insidious vulnerability, and the one most likely to change the major corporations into mere arms of the government, is the slow, evermore entangling web of regulations by which the power of decision is being transferred from the Board Room to federal agencies in Washington." According to Jones, "The cumulative effect (of regulations) is what we must be concerned about. Public policy has for decades favored growth of the public sector. Expenditures by all governments in the U.S. federal, state and local amounted to 10 percent of the Gross National Product in 1929. They have increased every decade and now stand at 32 percent of the economy. If the long trend continues, they will be about 50 percent by the end of the century. When government is such a pervasive element, at what point do we cease to have a market-oriented, private enterprise economy? The distinction between public and private enterprise is being blurred," he said.

"If the major corporations the core of our private enterprise economy — are ultimately to be



"The most insidious vulnerability, and the one most likely to change the major corporations into mere arms of the government, is the slow, ever-more entangling web of regulations by which the power of decision is being transferred from the Board Room to federal agencies in Washington.'

controlled or absorbed by the federal government, should we cynically start positioning our companies for power roles in the bureaucracy to come? Or do we have, in our private enterprise system, some freedoms and values that must be preserved for future generations?" Jones asked. "There's more at stake than the private enterprise system."

Speaking of governmentbusiness relations, Jones said, "We'll need to have a proper understanding about who does what, with government determining national objectives and policies, and private enterprise getting the economic work done. Though both business and government serve the public, we must insist on maintaining the essentially private, marketoriented character of the corporation, and try to reverse the long, uninterrupted trend of expanding the government sector at the expense of the private sector of the economy.

#### PLURALISTIC SOCIETY

"The United States can no longer be called a 'business society.' Today, we are a pluralistic society in which many competing groups and institutions strive for power and influence," Jones said. "More decisions will be made and more resources will be allocated by political processes rather than the market economy. We must adapt to that.

"The American public," the GE board chairman concluded, "supports institutions that deliver the goods. This means that the corporation itself must change, consciously evolving into an institution adapted to the new environment."



## Alley Chat **Debbie Bowers**

Small Motor League claimed a total of fourteen 200-or-better scores, led by Dave Knepple's 235. A 224 was rolled by Carl Brandt, and a 222 by Jerry Draft. John Hayes had a 220 with Joe Kramer and Cal Hapner both hitting 214. A pair of 213's was scored by Dick Roberts and Bob Wakeland; Art Lantz scored a 211; Don Neuhaus and Harold Somers each rolled 210; Henry Bittman scored 209; Dean Crum had a 208, and Paul Motter bowled 204.

Dick Roberts hit a big 611 series in the Kings & Queens League, including games of 243, 195 and 173. Also in that league, Larry Erck bowled a 214 and Stan Holocher a 200.

Other 600's were scored in the Friday Taylor Street League by Red Dillon with a 600 even (240, 291, 159), and Robert Smith with a 610 (231, 191, 188). Milt Marks scored a 238, Ken Bainbridge a 216 and 208, Carlos Parra 212, Page Churchward 209, and Don Saylor and Doyle

Ron Rubrake had great scores on the Thursday Owl League with a 222 and a 221. Jerry Saylor held a 210 and Maurice Haines a 208.

Other top scores were rolled by Gene Edwards with a 226 and 213, Bob Klepper 219, Chuck Bristow 212, Paul Perry 211 and Maurice Haines 210.

The women this week were led by Gail Martin with her 211 and 525 series. Kay Bade held a 200 for a 505 series; Elsie Oliver had 190 and 185; Delores Reichard and Pat Johnston each scored 186, and Mildred Franke bowled 183.

And just one last note. Due to shift changes with our bowlers, Wednesday and Thursday Morning Men's League needs members. Also, one additional bowler is needed in the Tuesday Afternoon Ladies' League. Anyone interested in bowling in a league should call the GE Club, Ext. 2042.

## Bowling tourney slated

The GE Club's Ninth Annual Handicap Mixed Doubles Bowling Tourney is scheduled for Feb. 1-23. All GE employees, GE Club bowlers and their spouses sanctioned by the A.B.C. or W.I.B.C. are eligible to enter.

First place is \$40 plus trophies. Prize fees are returned 100 percent in prizes. Schedules, official rules and entry blanks are now available at the GE Club. For details, call Ext. 2042.



#### FOR SALE

CORNET, w-case, \$75. Pantsuit, sz. 14, \$8. 485-2522.
CHAIN saw, 14", w-blade cover, \$100. 638-4841 Znsvl.
DRYER, good shape, \$20. 623 3017 Mnrvl.
CARPET, used, turquoise, good, 13.5x16.5 plus, \$75. 745-9058.
STOVE pipe, 6", & good door, minus lock, \$8 for all. 432-0237.
'72 MEMORY, 12x60, 3 br., furn., sp. for W&D, ties, shed. 748-1238.
SNOW tires, studded, w-rims, G78x15, used 2 yrs. 744-0773.
HEADERS, Chev. truck, comp. 4 FR 70-15 steel belted radials, 747-0204.
LOT, Port Charlotte, Fla. 1-834-4401 Leesburg.

Leesburg.
TV stand, roll-about, for portables, \$10. 747-1059. LOT, Port Charlotte, Fla., waterway. 432-3401.

432-3401.

SOFA, velour, 2 mo, old, reas. 672-2839 Rnk, aft. 5.

PUPS, shorthair, \$1.50 ea. 657-5588.

DRESS form, ladies, adj., cost \$40, sell \$15. 484-5176.

'73 CATALINA, AM-FM stereo tape, pwr., air, exceptol 447-2107 aft 6.

pwr., air, excptnl. 447-2107 aft. 6.
'68 CHEV. Malibu, PS, PB, 55,000 mi., must sell. 483-7577.
RADIAL saw, Craftsman, 10 lb., & cabinet. 419-542-8818 Hicksville.
STEREO, Early Am. cabinet, 2 yrs. old, \$175. 456-3341.

RADIO console, \$20. 436-6724.

RANGE, elec., 1 yr. old, cont. cleaning. Washer & dryer. 489-HOUSE trailer, 8x31, best offer. 745-

"66 FALCON, air cond., clean, \$450.

672-2852.
ICE skates, men's sz. 11, never worn, \$10. 422-0282.
OIL tank, 275 gal., & oil furnace, make offer each. 485-9201.
'72 GREMLIN,6 cyl., 3-spd., air cnd., 36,000 mi., new tires, 483-1019.
COAT, green, fur collar, good cond., sz. 16. 744-8676.
PUPPIES, AKC Collie, very easy to train, 9 wks., \$60. 723-4311.
ORGAN, Lowrey, \$395 or best offer. 485-7424.
LOT, Florida, Cape Coral, developed. Falcon rims. 925-1665 Auburn eves.

eves.

TABLE & 4 chairs; 327 pistons, reas.
485-9136.

CASSETTE recorder, speakers,
mike, case. 425-6421.

SNOW tires (2) 8,00x14, w-rims, fit
Chevy, Olds, Good \$10. 637-6670.

'67 VW, red, fair cond., needs little
work, \$425. 485-6506.

WEDDING dress & formals, used
once. 426-9607.

WEDDING dress & formals, used once. 426-9607.

OLD school desk & new hand-tooled leather purses. 485-0575.

RADIOS (2), antique. 745-7883.

AIR compressor, ½ h.p., 12 gal. tank, \$85. 8-tr. tape plyr. 639-3878.

TRICK skis, 40"x9½", \$30. 421-9408.

OIL space heater, 70,000 BTU, \$50. 432-3319.

SNOW tires (2), 6.35x16, used 1 seas., \$15. 2-8.45-15, \$25. 743-9146.

Please Turn to Page 4

| For Sale *  Wanted  For Rent *  Free  ALL ADS MUST   | LDG. 18-3  |
|--|--|
|  |  |
| Ads must be received only on this for Friday. Submit only one per issue, usi form; don't include spaces. Print pho Property advertised must be availab national origin or sex. | ng one letter or number per box on lone number only on line indicated. |
| Name   | Bldg   |
| Home Address   | Pay No   |
| Phone  | GE Ext   |
| * The item(s) referred to in this ad is a business venture.  | are in no way connected with any                                       |
| GEN Form A 2   | Signature  |

## GE Scoreboard: GPM still undefeated as basketball teams head toward finals

Wire Mill No. 2 had an easy time defeating Winter St. No. 2 by 76-51. Mike Stevenson led the Mill to victory with 16 points; Jack Woodruff had 13; Ron Martin and Al Gradeless each added 12, and Russ Roach chipped in 10. Bob Gerber led all scorers in the game with 24 points.

GPM pounded Specialty Motor No. 1 by 88-24. Mike Bird got high scoring honors with 22 points; Chuck Groves followed with 19; Royce Bradbury shot 18; John Turner threw in 14, and Sonny Williams had 13. Larry Spreen led the losers with 10.

The Leaky Hutch led all the way to beat Wire Mill No. 3 by 68-64. The Hutch had as much as a 10-point lead during the first three periods, but with three minutes to play, Wire Mill trailed by only one point, 58-57. The Hutch rallied to retain the lead, and finally with five seconds left on the clock, Trence McGee hit two free throws for the Hutch to pull it out 68-64. Bill Boyd led the

### Two GE employees note 40 year mark



EDWARD BANGERT, left PAUL HANCHER, right

Continued from Page 3

'67 FORD Galaxie; dinette; small elec. dryer. 447-9816. '72 TV, color, ex. cond., \$300. 425-5741. WHEELS, Datsun 240Z, set of 4, \$25.

ICE skates, girl's, white, sz. 9, \$5.50. 485-3853.

SNOW tires on rims, fit VW, used 4 mo. 489-9408.

### WANTED

WILL babysit in my N.E. home, good care, 1st shift. 486-1971. INFANT carseat, reclining, good shape. 447-6403. shape. 447-6403. SLEDGEHAMMER --- wedge, 6-8 lb.

489-4218.
TWIN bed, mattress, box spr., Colonial, gd. cond. 485-5843.
BABY carrier for bicycyle, rearmounted. 432-3447.
BARBELL weights & misc. exercise equip, 432-3445.
BABYSIT, 1 blk., Luth. Hosp., days, hot meal, fn. yard. 745-2764.

Return postage guaranteed

Fort Wayne, Ind. 46808

641 Growth Ave.

Address correction requested

Hutch with 14; Trence McGee shot 12, and Steve Heckman and Steve Riedel each added 10. Willie Underwood led the Wire Mill with 20, followed by Larry Whitt, 15, and Lorenzo Kinnie, 10.

Decatur beat Wire Mill No. 1 by 71-58. The game was tied six times and changed hands seven times in the first quarter, but Decatur took the lead 16-15 and never trailed again. Tim Irwin led Decatur with 22 points; Charlie Walters had 17, and Duane Braun added 14. Tom Rodgers led all scorers with 28, and Rick Stollar added 10.

Winter St. No. 2 upset Specialty Motor No. 2 by 77-74 in overtime. The game was tied 12 times and the lead changed hands 17 times. Bob Gerber led Winter St. with 22; Brooks had 19, Ron Graft 12, and Tom Lang 10. Rick Wells led Specialty Motor with 21; James Moore had 17, and Lester Woods,

Wire Mill No. 2 stomped Dy-nomite 62-40. The Mill led 36-8 at half-time. Dy-no-mite finally found their range the second half, but it was all over. Al Gradeless led the winners with 22, and Ron Martin had 10. Curley Johnson and Calvin Howell 10.

GPM squeaked by the Leaky Hutch 65-62. GPM led most of the way, but the Hutch tied the score 62-62 with less than a minute to go. The Hutch failed to score and GPM hit a free throw after the buzzer to win. Jim Gooden and Mike Bird led GPM with 18 apiece; Royce Bradbury and Herman Williams each had 10. Bill Boyd led the Hutch with 24,

SITTING, by licensed mother, Crestwood, off 427. 483-1971. CORN planter, 2 row. 748-1423. BABYSITTING, days, Paulding & Hessen Cassel area. 447-6439. WILL trade M&M or green stamps for Top Value. 485-0129.

#### FOR RENT

GARAGE, 300 block Baker St. 747

#### RIDE WANTED

MAPLEWOOD Gardens to Bdwy., 7-3:30. 485-9585.
CHURUBUSCO to Bdwy., 7-3:30. 693-

#### **RIDERS WANTED**

DECATUR or area to T.S. or Bdwy., 2nd, 3:30-12. 592-7279.

#### FREE

CALICO cat, 4 yr. old, neutered, female. 440.0334. WALL lamps & shades, 2, matching. 484-5353.

LABRADOR Retriever, 2 yrs., male, to approved home. 743-1212.

BULK RATE U.S. POSTAGE PAID FORT WAYNE, IND.

Perm:t No. 681

PUBLIC TRANKE peper in Arlanical , 1 ST '10

- , 4 )2

and Trence McGee had 13.

Wire Mill No. 2 beat Specialty Motor No. 1 by 66-49. Jack Woodruff led the Mill with 21 points, Ron Martin 18, and Larry Sordelet 14. Vince Shafer led the losers with 16, Don Krouse had 15, and Bernie Ebetino shot 12.

The Leaky Hutch overpowered Wire Mill No. 1 by 88-74, despite a close first half. Trence McGee and Earl Mitchell led the Hutch with 17 apiece; Bill Boyd had 16; Steve Heckmen scored 13, and Al Kruetzman shot 10. Rick Stollar and Tom Rodgers led the Mill with 25 apiece; Chuck McCoy scored 13.

GPM stomped Dy-no-mite in the second half to win 82-49. GPM led by only a 32-30 margin at the half. Royce Bradbury led GPM with 29; John Turner had 16, Mike Bird and Ed Tharp 11. Calvin Howell led Dy-no-mite with 23 points; Carl Clancy had

Current league standings are as follows: GPM, 10-0; Leaky Hutch, 6-2; Specialty Motor No. 2, 6-2: Wire Mill No. 3, 8-3; Wire Mill No. 2, 7-3; Winter St. No. 2, 6-3; Decatur, 5-5; Dy-no-mite, 4-6; Winter St. No. 1, 3-6; Wire Mill No. 1, 1-8; Specialty Motor No. 1, Written by Steve Heckman.

Whip Inflation Now; iron out shopper woes and buy Features 2 Power Spray Settings "Perm-Press"—provides a fine spray of moisture for delicate value at & lightweight fabrics "Regular"—a heavier spray of moisture for other fabrics your Store MODEL F-101 (shown above) Was \$16.90; Now only \$15.29!

MODEL F-101 AV (avocado handle) Was \$17.65; Now only \$15.95!

### WIN!

MODEL F-78 WH (at right) Was \$12.50; Now only \$11.30!



Two Irons in one — switches from steam to dry at a press of a button.

 DUREVER\* Cordset — Is heat resistant, will not fray, crack, or peel in normal use, and has little tendency to tangle or kink.

39 Steam Vents — For overall steam distribution — more ironing ease.

"Wrap & Rest" Heel Bar — Increases iron stability on ironing board and doubles as a convenient means for cord storage.

Water Window — Shows water level at a glance.

Color styled in white with blue trim.

Fabric Guide — aids in selecting the proper fiber or fabric heat settings and is color coded to the heat selector dial. \*TM of General Electric Co.

### Special discounts available

## Nearby GE Factory Service facility assures good in-home, in-shop bargains

Hundreds of GE employees here annually purchase General Electric and Hotpoint appliances, taking advantage of not only a respected product name, but also the discounts available to them through the Employee Product Purchase Plan. While every employee may be aware of such discounts, however, many may not know about the tremendous discounts available to them on parts and service contracts for appliances.

To assure customers of continued satisfaction and product performance, no matter where they live or move, GE has in place a nationwide network of more than 100 Factory Service operations and thousands of franchised servicers who are dedicated to making General Electric and Hotpoint major appliance service the best possible.

Employees who live within a Factory Service area can take advantage of the company's service contract plan and enjoy a 15 percent discount! They need only identify themselves as General Electric employees to qualify for this special discount.

A service contract provides both the parts and labor required to keep your GE and Hotpoint appliances, and GE television set, in top working order beyond the original warranty period. You'll know exactly what the cost of maintenance will be for the contract period and can budget for it accordingly — good news in these times of tight money and

high prices.

**Local Service** 

A new Factory Service facility is located on 4632 Newaygo Rd. at Production Dr., Fort Wayne. In-home service for GE and Hotpoint major appliances and televisions is available by calling 484-9005. Emergency service is available, too, and telephone service operates around the clock. (Sec map below).

Whenever possible, service calls are completed by the second day after the request is made and a definite time of day is established so the caller won't have to wait "all day" for a service technician. All repairs are guaranteed for 30 days. If the work done is not satisfactory, the serviceman will return and fix the appliance at no charge to the customer.

#### A Good Deal

There are several advantages to becoming better acquainted with the Newaygo Road. GE-

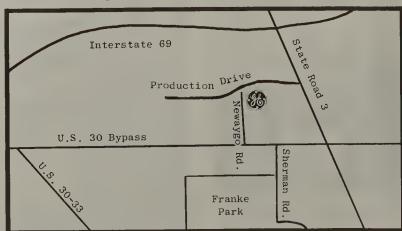
**Hotpoint Factory Service Center** Here's a summary of the discounts employees can expect:

• Parts and service in an employee's home — Save 25 percent of retail prices on appliance parts and television set picture tubes; save 10 percent of retail price on unit, hi-side and compressor replacements; save 10 percent on television and stereo parts, and receiving tubes. Labor is priced at district retail prices for in-home service.

• Parts and service in Service Shop — Buy appliance, TV and console stereo parts, receiving tubes, TV picture tubes, and unit, hi-side and compressor replacements at dealer prices. Labor is priced at district retail prices for in-shop service.

• Over-the-counter-sales — Buy at dealer prices.

• Service contracts — Save 15 percent of retail prices on GE and Hotpoint appliances, and on GE consumer electronics.



FOLLOW THE ROADS to the familiar GE monogram to take advantage of Factory Service discounts. The facility is located at 4632 Newaygo Rd. at Production Dr., Fort Wayne. Call 484-9005 for service.

# ewipackaging shrinks time, stretches dollars With the introduction of Shrink- and turning the headache

Customers of the Specialty Motor Products Dept. here have been seeing something new when motor shipments arrive at their receiving docks — and they should like what they've been

Specialty Motor's Broadway operation is using a new packaging process known as "Shrink-Pak," which provides customers with neater, cleaner shipments and simultaneously helps prevent damage to cartons and loss of the department's

In addition to the new packaging system, SMPD has designed a new, bold blue-andwhite label for its cartons. An illustration of the motor contained inside, model number, and all pertinent technical data are printed on these labels to aid customers and handlers in making quick and easy identification of the carton's content.

Prior to the use of Shrink-Pak, Specialty Motor employees had to stack motor cartons on a bands along the bottom, top and sides. As well as being cumbersome to handle and occasionally marring the cartons, the bands, or straps, provided no sure means to keep boxes on the outside ends of the pallet load from accidently slipping out of the stack during shipping and handling

Only those cartons in direct contact with the metal straps were reasonably secure; the others were held in place mostly by the pressure of those cartons adjacent to them. If one carton were removed for any reason, this pressure was naturally reduced and more cartons would become loose

Pak, these problems have been virtually eliminated. Shrink-Pak is a system whereby a heavyduty plastic bag is lowered over the entire stack of cartons and pallet. Once the load is in position, an energized "heat ring" slowly descends, surrounding the plastic-contained shipment with approximately 275-degree F. heat. After about one minute, the heat ring returns to its original position and the shipment is ready for delivery

#### "Shrunk" Securely

The plastic surrounding the cartons has been "shrunk" securely against every side of the load, providing handlers with an easily recognizable shipment, and turning the headache of a carton slipping off the side of the stack into past history. Even if the plastic were deliberately ripped open, the other cartons would remain in place against their plastic encasement.

The Shrink-Pak system has the additional advantages of keeping dirt and moisture off cartons during shipment and storage, thus adding even further protection to the SMPD motors contained inside.

According to George Haggenjos, packaging specialist for Specialty Motor, this new method of preparing products for delivery not only saves time and makes the job easier, but also represents a significant cost savings for the department.



## Six big holiday weekends worth waiting for in '75

In addition to the annual two-week summer vacation shutdown scheduled in August and the past New Year's Day observance, General Electric employees in Fort Wayne can look forward to six long holiday weekends coming up in 1975. Here's a complete listing:

| Wednesday, Jan. 1       | New Year's Day     |
|-------------------------|--------------------|
| Friday, March 28        |                    |
| Monday, May 26          | Memorial Day       |
| Friday, July 4          | Independence Day   |
| Monday, Sept.1          | Labor Day          |
| Thursday, Nov. 27 and   |                    |
| Friday, Nov. 28Tha      | anksgiving holiday |
| Wednesday, Dec. 24 thru |                    |
| Friday, Dec. 26         | Christmas holiday  |

This summer's shutdown begins with the end of regular work schedules on Friday, Aug. 1, and continues until production resumes with the start of work schedules on Monday, Aug. 18. It corresponds to week numbers 32 and 33.

The Good Friday holiday is a listed holiday in the Lodge 70 contract, and is substituted for George Washington's birthday by agreement with IUE for all Local 901-represented employees. Nov. 28, the day after Thanksgiving, is substituted for Election Day. Dec. 26 is listed as an additional holiday.





SOMETHING NEW HAS BEEN ADDED to the Specialty Motor Products Dept. at Broadway. It's called "Shrink Pak," and through the use of an energized heat ring and heavy duty plastic bags, cartons of SMPD motors stacked on pallets are tightly secured for shipment without hard-to-handle metal straps. The new system provides customers with neater, cleaner deliveries, and prevents damage to cartons and loss of partial shipments in transit. Bob Whonsetler, second shift group leader, left, demonstrates tidy new method of plastic-encased shipment, and Chet Haines, first shift group leader, shows how old-fashioned metal strapping method could result in a carton slipping from the side of a stack. INSET ATTOP RIGHT: Specialty Motor has also designed a new, bold blue-and white label for its shipping cartons. Printed with an illustration of the motor contained inside, model number, and all pertinent technical data, the new labels are expected to provide SMPD customers with a quick and easy means of identifying delivery content when shipments arrive at receiving docks.

## Eighteen GE prizes awarded in Suggestion Bonus program

It was Suggestion Bonus Award time here again for 18 employees recognized by the Specialty Motor Products Dept. and Area Services as conscientious participants in the GE Suggestion

In addition to suggestion award checks already received for their cost-saving ideas, General Electric AM-FM digital clock radios (first prize), Toast-R-Ovens (second prize), electric skillets (third prize), AM-FM radios (fourth prize), electric can opener-ice crushers (fifth prize), and electric clocks (sixth prize) were presented as bonus gifts to these men and women during the second half wrap-up of 1974's award program.

Representing Specialty Motor at Broadway, SMPD at Taylor Street and Area Services, three separate categories were established to provide firstthrough-sixth prizes in triplicate.

Receiving the gifts noted above, Suggestion Bonus Award winners were: Evelyn Smith, Bob Shaefer and Larry Stoppenhagen (first prize); Ted Miller, Tom Koehl and Mike

Hixson, Bette Schlup and Dick Bienz (third Prize); Bill Wilhelm, Hulda Stuerzenberger and Jim TenEyck (sixth prize) and John Pullen (fourth prize);

Mangan (second Prize); Dorís Val Ellis, Dave Mosshammer and Art Rose (fifth prize); and Byron Neumann, Steve Epperson See Other Photos on Page 2



SHE EARNED IT! The first place Suggestion Bonus Award gift of an AM-FM digital clock radio was presented to suggester Evelyn Smith by Frank Conley, employee relations manager for Specialty Motor. Her name came out on top at the SMPD Broadway award selection.







## Business students get another view

TAKING IT ALL IN. About 25 juniors and seniors studying business courses at Fort Wayne's North Side High School got their eyes opened to other aspects of what makes a company tick during a visit to the Specialty Motor Products Dept. at Taylor Street. In the Training Center, Chet Reinking, materials and quality control supervisor, left, gives students an overview of SMPD's manufacturing processes and repsponsibilities. On the factory floor, Rex Kaufman, process control specialist, below right, explains what goes into a General Electric motor, how it gets there, and why.

## **Suggestion Bonus gifts** awarded to employees



ANOTHER FIRST PRIZE recipient in the Specialty Motor-Area Services second-half Suggestion Bonus Award program was Bob Shaefer, SMPD at Taylor Street. He receives his gift and congratulations from supervisor Don Hoffman, left, and general foreman Ansel Black. Story, page 1.



PRIZE-WINNING SUGGESTER Larry Stoppenhagen received his first-place gift from Area Services manager Dick Huhn. He was one of three first prize recipients and among 18 emoloyees awarded GE merchandise in the wrap-up of the Suggestion Bonus Award program. Story, page 1.



FOR SALE

RANGE, elec., 27x30 oven on top. 743-

7861,
GERM. Shep., registered, female, 5 yrs. old. 623-3184.
'69 PONT. wagon, 52,000 mi., new tires, air, ex. cond. 493-2638.
BABY mattress, Simmons, car seat, ex. cond. 489-5682.
CARPET & pad, 30 sq. yd., beige, good cond., cheap. 447-4344.
STEREO record player, coffee table, 54". 448-3961.
HAM antenna, Hy-Gain, 14 Avq, 10 thru 40 meter, \$25. 747-9606.
SNOW tires (2), Firestone, 14", used 2 mos. 749-4681.
'73 INT'L pickup, 10,000 mi., like new, must sell, \$2350. 422-4561.
BARREL bar & 2 stools, ex. cond. 743-0419.

PORTACRIB w-mattress & cover.

WHEELCHAIR, steel, good cond. 2914 Holton Ave.
SHOES, 2 pr., ladies, new, green & black, 11A, \$5.98. 484-6394.

'74 CROWN Haven, compl. furn., wash. & dryer. 447-5624.

'73 CHRYSLER Newport, 5,145 miles, incl. snow tires. 747-5294.
FISHING flies, rubber crickets, woolies. 637-3303.
DINETTE set, 5 pc., \$25. 749-5773.
WHEAT straw, 60c-bale. 639-3826 Ossian.
TYPEWRITER, port., Royal, manual. 485-0304.
ICE skates, girl's, white, sz. 6, \$4.50. 483-8817.
KITCH. cabs., 26 lin. ft., incl. cop-

483-8817.

KITCH. cabs., 26 lin. ft., incl. coptone. stove, ex. ht. & snk. 485-5459.

'62 FORD <sup>3</sup>/<sub>4</sub> ton truck, A-1 cond., new eng., \$550. 747-5349.

CARPET, new, beige nylon, 50 sq. yd., \$2.25-yd. 489-4669.

CALCULATOR, HP45, still in warranty. 493-2088.

'72 CHEVY, ½ ton, PS, PB, H.D. sprgs., tinted glass, \$2500. 637-3853.

BIKE, 10-spd., 1 yr. old, used 3 times.

485-5176.
BIKES (2), girl's, Stingrays, very good cond. 447-4427.
CARD table, 4 chairs, w-folding arms, \$15. 485-6523.
PUPPIES, AKC Collie, male, sable & tri-color, \$60. 723-4311.
'67 VW fastback, 4-spd., \$650. 724-7083 Decatur.

'67 VW fastback, 4-spd., \$650. 724-7083 Decatur.
STEPS, precast, 72" wide, 5 steps, 37" high, \$65. 426-9607.
KITTENS, Siamese Seal pt., box trained, \$10. 422-9289.
RABBITS, fryers, male, fem. Overcoat, brn., sz. 48. 447-9989.
DRYER, elec., \$15. 2 snow tires. 6.70x15, \$10. 623-6868.
ROOM dividers (3), ornamental iron, 8'x9"x1", \$15 ea. 447-3105.
END tables (2), matching, leather tops, \$40. 484-5353.

Continued on Page 3

Continued on Page 3

## **NEWS NOTES**

## Replacement market a 'bright spot' in '75

The Components Sales Dept. here reports that the replacement market will provide a "bright spot" in 1975 sales, and will be the major sales target of appliance manufacturers during the first half of this year. Each appliance currently in use is a potential replacement sale, according to a CSD information newsletter. The average life of most appliances lies in the seven-to-thirteen year span and the many new features plus the cost of repair are incentives leading toward early replacements.

The CSD newsletter lists refrigerators, freezers, washers, dryers, ranges, dishwashers, disposers and room air conditioners as potential replacement sales markets, and notes that such sales will range from 30 percent to 80 percent in 1975, depending on the ap-

### Poor Richard Club honors GE chairman

Reginald H. Jones, chairman of the board of the General Electric Company, has been awarded the Poor Richard Club's 1975 Gold Medal of Achievement. The annual award, given in honor of Benjamin Franklin, was presented in Philadelphia to Jones last Friday in recognition of his "distinctive reputation as a forthright and articulate leader of the business community in the United States and abroad; his ardent spokesmanship on the challenge of capital formation; his powerful defense of the private enterprise system, and his leadership in the electrical industry."

### Wholesale prices fell slightly in December

Wholesale prices fell a seasonally adjusted 0.5 percent in December, the first easing in 14 months, according to a report in The Wall Street Journal this week. The newspaper goes on to report that this factor is "further evidence that the recession is moderating inflation.'

### Auto industry hopes for end to sales slump

Ford Motor Company, which last week announced a rebate program to generate much-needed sales, recalled 39,900 hourly employees to work Monday.

General Motors Corporation, hoping the automobile sales slump has bottomed out, plans no more temporary assembly-plant closings than those already scheduled.

### Lucalox lighting saving energy, tax dollars

GE Lucalox lighting is helping the nation conserve energy and tax dollars as more and more cities are putting GE's energy-efficient system to work in streets, parks, sports arenas and other areas.

In response to Federal Energy Administration call-to-action guidelines established last year:

• More than 86,000 high pressure sodium lights have replaced mercury units in New York City. The new 150-watt lights will provide more light for safety and security than the 175-watt and 250-watt lights formerly used, and will save the city thousands of dollars annually in operating costs.

• Citizens of Baltimore have helped spearhead the Mayor's street lighting program to have pressure sodium lights replace less efficient ones. In "Little Italy" total energy cost is down while illumination in the neighborhood is up.

• Asheville, N.C., switched from mercury to high pressure sodium lights to provide increased traffic and pedestrian safety, and to reduce energy consumption.

• St. Charles, Ill., High School officials have reduced power and maintenance costs while more than tripling light levels by relighting the school's gymnasium with Lucalox. According to the assistant superintendent, "The savings in power consumption and the infrequency of maintenance virtually pays for the new lighting.'

### Closing prices reported for Intangible Tax

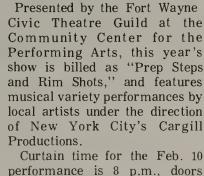
For Indiana Intangible Tax purposes, here are the closing prices for GE Stock and Savings & Security Programs Mutual Fund Units on Dec. 31, 1974: Stock — 333/8; Fund Units — \$19.69.

| ☐ For Sale *<br>☐ Wanted  | *ADLETS  | ☐ Ride Wanted<br>☐ Riders Wanted  |
|---|--|---|
| ☐ For Rent *  | GE NEWS BLDG. 1  | 8-3 Lost  |
| □ Free  | ALL ADS MUST BE PE   | RINTED Found  |
|   |  |   |
|   |  |   |
| Friday. Submit <b>onl</b> form; don't include Property advertise national origin or | y one per issue, using one e spaces. Print phone nured must be available with sex. | noon Monday for publication<br>letter or number per box on<br>mber only on line indicated.<br>nout regard to race, creed, |
|   |  | Bldg  |
| Home Address  |  | Pay No  |
|   |  |   |
| * The item(s) referr<br>business venture.   | red to in this ad is are in i  | no way connected with any   |
| GEN Form A 2  |  | Signature   |

## GE employees, retirees, Elex guests eligible for Follies rehearsal discount

guests of Elex members are eligible to buy dress rehearsal, pre-performance tickets to the exciting "Follies 1975" for only regular performances are selling

All GE employees, retirees and for \$6 and \$10, but because of the Elex Club's arrangement to take advantage of a leased-house performance Feb. 10, GE people can enjoy the show while they \$1.60 each! Tickets to the also enjoy this tremendous



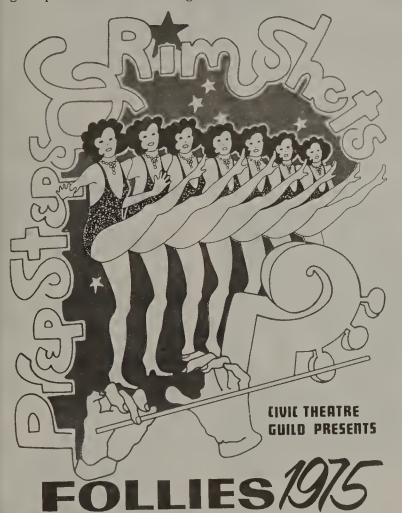
performance is 8 p.m., doors open at 7:30 p.m. For tickets, call the Elex office, Ext. 3555.



The next Elex Club luncheon and White Elephant Bingo is planned for Feb. 20 at 11:30 a.m. Open to members only, Elex women will meet at Lester's Party Room, 1502 Bluffton Rd. Tickets are \$3 each and can be obtained from contact girls or by calling the Elex office, Ext. 3555.

### '75 meeting planned at GE Credit Union

The GE Employees Federal Credit Union will hold its annual meeting Feb. 1 at 1:30 p.m. in the GE Club Auditorium. All Credit Union members are invited to attend the meeting, during which time officers will be elected for the coming year, annual reports will be reviewed and cash door prizes will be awarded.



Continued from Page 2

TACHOMETER, Pendskedwell, 2 yrs. old, \$30. 747-7091 aft. 6.

'72 MERC. Villager sta. wagon, V-8, auto., PB, PS, trlr. pak. 489-3460.

VANITY bench, brass & wh. cush., \$7. Lg. chr., \$15. 432-2896.

'72 KAWASAKI 500, good cond., \$650. 622-7737 Ossian.

622-7737 Ossian.
CHAIN saw, Wards, 19", good cond., \$60. 623-3017 Mnrvl.
COATS, dress, sz. 12. 745-3042.
SIBERIAN Husky, AKC, 7 mos., wormed, blue eyes, w-dogh. 639-6663.

6663.
BABY bed, dbl., drop sides, matt., ex. cond., \$25. 749-2564.
DINING room set, 9 pc., Bassett, sacrifice, \$500. 749-0207.

STEREO equip., speakers, rec. & 8
track, all or part. 485-6001.
SNOW tires, Ford Pinto, studs &
rìms, \$25. 745-3037.
CLOTHING, pool table, shoes, misc.
748-8871.
TIRES (2) E.60x14, & chrome
reverse, good cond. 743-6460.
STEREO phono., portable, very good
cond. 447-1910.
'72 MEMORY, 12x60, 3 br., furn., sp.
for W&D, ties, shed. 748-1238.
WOOD, dry ash, \$20-rank, pick-up;
\$25-del., East end only. 485-3853.
'73 CATALINA, has everything, incl.
right price. 447-2107.
H.O. elec. trains, track & trans-

D. elec. trains, track & trans-former. 724-9576 Decatur.

#### WANTED

BABY furniture, stroller, hi-chair, playpen, bed. 638-4444 Rnk. STORM windows or doors, used, wood. 489-3266.

TO TUTOR reading, thru 4th grade, in my home. 483-2340.

FUR trappers who wld. join trapper assoc. 745-2764.

BABYSIT in my home, South, 1st or 2nd. 745-3366 aft. 4.

POOL table, 8', good cond. 748-8839.

DAY care, Maplewood Park, reasonable. 485-1938.

FIELDSTONE, easy access. 745-2003.

REFRIG., 59", used, reas. 422-4819 aft. 4.

SNOW tires, F78-14. 747-0031. WOOD lathe & tools. 638-4466 Ossian

#### **RIDERS WANTED**

SHERMAN & Wells area, 1st shift, Taylor St., 483-9168. DECATUR area to Bdwy. or T.S., 3:30-12. 592-7279.

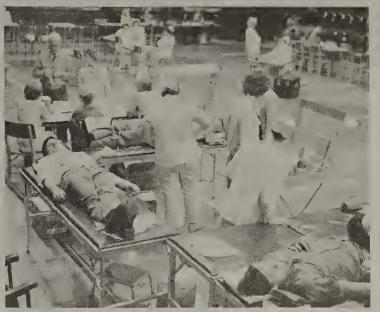
#### FREE

PUPPIES, mother is Cocker-Poodle 357-5367 Garrett.



## Communication skills recognized

**EFFECTIVE PRESENTATION COURSE MEMBERS** get the "O.K." from instructor George Dykhuizen, promotion and communications specialist for the Specialty Transformer Business Dept., right. Working to strengthen oral and written communication techniques, participants were judged on their performance in this particular session of the course. Vicki Linder, STBD, received a trophy for the best written paper, and Randy Zackrisson was awarded a trophy for being the most improved speaker. From left are class members Tony Pandoffo, Randy Zackrisson, Vicki Linder (seated), and Joe Newlin; judges Dave Brownell, Roger Grosso and Ken McFarland, and Effective Presentation instructor George Dykhuizen.



### Ten Bloodmobile visits slated for 1975; GE donors needed

The Red Cross Bloodmobile will be making 10 scheduled visits to GE plants here in 1975. The following clip-and-save list of dates and locations is for employees' use to help them plan their own donation schedules this year:

| Friday, February 7                    | Taylor Street |
|---------------------------------------|---------------|
| Tuesday, March 4                      | East Broadway |
| Tuesday, March 25                     | Winter Street |
| Tuesday, June 10                      | West Broadway |
| Wednesday, June 11                    | West Broadway |
| Tuesday, July 22                      | Taylor Street |
| Tuesday, September 2                  | Winter Street |
|                                       |               |
| Tuesday, October 7                    |               |
| · · · · · · · · · · · · · · · · · · · | East Broadway |

The GE News will be printing reminders about these Bloodmobile visits throughout the year, but put this list by your calendars and datebooks now. Your help is always needed and appreciated! It's important to give, so give a little.

## See Hoosiers vs. Pros for half-price admission

The Fort Wayne Hoosiers of the International Basketball Association will have another Industrial Night at the Memorial Coliseum Feb. 6 when they play the Elkhart County Pros at 7:30

General Electric employees may purchase tickets at halfprice by using the coupon below.

Regular Hoosier game prices are \$3, \$2.50 and \$2 for adults, and \$2, \$1.50 and \$1 for children under

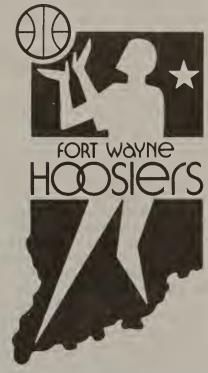
Prices for GE employees using the coupon will be \$1.50, \$1.25 and \$1 for adults, and \$1,75-cents and 50-cents for children.

The Pros feature former Fort Wayne high school star Bob Pelkington, who is the IBA's leading rebounder, and Ernie Pettis, who leads the International Association scoring.

The Pros and the Hoosiers are both chasing IBA playoff berths, so the game will be an important

one for the teams.

Tickets may be obtained at the Memorial Coliseum.



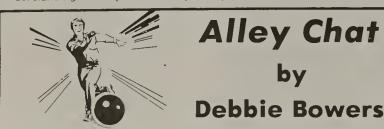
### General Electric HALF-PRICE Coupon Fort Wayne Hoosiers vs. Elkhart Pros Thursday, February 6 at 7:30 p.m.

| NAME                       |                    |                  |
|----------------------------|--------------------|------------------|
| ADDRESS                    |                    |                  |
| CITY                       | STATE              |                  |
| NUMBER OF TICKETS          | PRICE              | (ADULTS)         |
| NUMBER OF TICKETS          | PRICE              | (CIIILDREN       |
| Fill out coupon in advance | e to avoid delay a | t ticket window. |

## People in pictures



CALLING IT "KEPOD." Bill Carmody, manager of the Hermetic Motor Operation here, reviews charter for a 1974-75 Junior Achievement company sponsored by General Electric. Set up and managed by high school youths, KEPOD "employees" will build and sell useful combination key-holder decoupage plaques. In the Junior Achievement tradition, students establish their own mini-corporations, sell stock, pay salaries, engineer and manufacture products, and experience profit and losses based on the success or failure of their businesses. Many GE employees here serve as advisors to the young men and women involved in Junior Achievement activities and help to build students' unin Junior Achievement activities and help to build students' un derstanding of the private enterprise system.



The big score of the week was a 642, rolled by John Hunnicutt of the Monday Office league, including games of 246, 233 and 163. Right in there, John! Also in that league, Dave Knepple scored a 608 with games of 255, 183 and 170. Jim Meeks hit a 223, Bob Knepple a 211, Ken Bainbridge 210, Glenn Seabold 208 (there must be some mistake on that one!) and Walt Hein 205.

Hermetic Motor reported C. Schweyer rolling a 231 for high score in that league. Tom Kraft bowled a 223, Dave Armey 220, J. Turner 215 and N. Conroy and Lew Simmons each hit a 208.

A 225 was recorded in the Small Motor League by Bob Younghaus. Harold Somers had a 223, Paul Motter a 217, Dean Affholter a 213 (that's 62 pins over his average!) and John Hayes a 212.

Ansel Black and Ross Smith both topped 600 in the Apparatus League, with Ross hitting a 619 (including 216 and 213) and Ansel a 601 (with a 217 and 212). Ray Junk in that league had a 224, Don Alcott a 223, Darwin Stanley a 218 and Walt Nielson a 212.

Friday Night Taylor Street was led by Ken Bainbridge's 227 score, followed by Cal Tonak with a 223, Carlos Parra 220, Elmer Asbell 216, Bob Smith 215, Bud Snyder 214, and Red Dillon with his 209

Adam and Eve Mixed League scorers were topped by Dale Sowards' 629 series (including a 243) and Jack Colgan's 615 (with a 247 and 214). Joe Kramer registered a 230, and Paul Yentes a 214.

Dave Myers of the Sunday Sandbaggers Mixed League scored a great 650 with games of 233, 216 and 201 last week. The women were led by Vera Woodson with a 500 series (a 193 game). Jean McDaniels had a 226 and Lola King bowled 190. (By the way Dave, did you ever forgive whoever hid your shoes the other week? I'll bet that barefoot walk in the snow was something else!).

The Masonic League reported Gene Bryau rolling a 243, Everett Collins a 211, and Mardo Tobias a 209 and 200.

Other great scores included Charlie Cochren's 226, J. Nahrwald's 224 and 614 series, Richard Evan's 221, Ron Rubrake's 222, and Tom Henning's 214.

For the women, N. Werling (Jack & Jill League) rolled a 511 series, Velda Harts (Monday Morning Ladies) scored a 191 for a 511 series, and Gwen Eichel (Sunday Mixers) had a 195.

Entries are now being taken for the Ninth Annual Club Mixed Doubles Bowling Tournament, which starts Feb. 1 and runs through Feb. 23. All GE Club bowlers, GE employees and their spouses (if sanctioned) are eligible to bowl, so pick up your entry blanks at the



about the people who help make the world's most dependable components

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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer



TEAM WINNERS. From left, Roger Grosso, Specialty Transformer Business Dept., Merle Aughinbaugh and Jim Tomson, both from the Technical Resources Operation, are caught in the act of a "performance" staged for the final session of a GE-sponsored Business Communications course. Designed to improve communication skills, participants concluded the course by competing in presentations to convey a message using techniques learned in the classroom. The winning theme and program was on making contributions to the business, and included a "solicitor" who sought these contributions, right; a GE employee, center, and a moderator. The course instructor was George Dykhuizen, promotion and communications specialist for STBD. George Dykhuizen,



\$200 SUGGESTION. Jim Zimpleman, a lathe operator for General Purpose Motor at Broadway, earned \$200 for a suggestion to replace carboloy tools on one side of a lathe with throw-away inserts. Designing the throw-away tools himself, it required only a slight modification by a vendor to put the GPM suggester's idea into use. As he explained his award-winning suggestion to Dick Baumbauer, manager of the GPM Broadway plant, center, and his supervisor Betty Howell, the plant manager noted, "We need all the help we can get in making this operation a success, and ideas like this coming from employees who actually do the job usually turn out to be successful."

## Here's how savings did in '74

Last week, the GE News reported on the huge "payout" received by General Electric employees, retirees and former employees who had invested in the company's Savings & Security Program and Stock Bonus Plan. For those keeping track of their investments, here's a wrap-up of the average GE stock prices and the average Fund Unit prices used in the crediting of participants' accounts for each month in 1974 under the savings plans:

|           | GE       | MUTUAL   |
|-----------|----------|----------|
|           | STOCK    | FUNDS    |
| JANUARY   | \$62.267 | \$29.940 |
| FEBRUARY  | 56.599   | 28.395   |
| MARCH     | 54,839   | 29.442   |
| APRIL     | 53.875   | 27.834   |
| MAY       | 49.597   | 27.699   |
| JUNE      | 49.156   | 28.098   |
| JULY      | 46.739   | 25.091   |
| AUGUST    | 41.205   | 21.934   |
| SEPTEMBER | 34.350   | 19.760   |
| OCTOBER   | 35.940   | 19.810   |
| NOVEMBER  | 36.881   | 20.889   |
| DECEMBER  | 33.274   | 19.335   |

Although prices above show an obvious decline in the stock market. 1975's distribution of securities and cash under GE savings plans stood up well in total dollar value as compared to payouts of many other years.

The Stock price is the average of the closing prices of GE Stock on the New York Stock Exchange for each trading day in the calendar month. The Fund Unit price is the average of the daily fund unit prices, determined for each trading day of the NYSE in the calendar month by dividing the number of fund units into the net asset value of the fund.

### In Memory

ORVAL E. SMITH, R.R. 2 Convoy, Ohio, died Jan. 5. He retired in 1970 from the Specialty Transformer Business Dept.

CHARLES A. SHERLAND, 1422 Rosemont Dr., Fort Wayne, died Jan. 8. He retired in 1954 from the Taylor Street plant.

FERDINAND W. REASER, 1655 High Street, Fort Wayne, died Jan. 10. He was an employee in the Specialty Transformer Business Dept.

WILLIAM H. KASE, 5210 Stonehedge Blvd., Fort Wayne, died Jan. 12. He retired Jan. 1 from the Specialty Transformer Business Dept.

## Six retirees see relaxing years ahead

General Purpose Motor at Taylor Street on Jan. 1. Concluding his GE career as a designer, he wraps up 37 years with the company. He comments, "I'm committed to God's will both now and for retirement.'

HERMAN EBEL retired Jan. 1 from the Specialty Motor Products Dept. at Broadway, where he was a shipping specialist. He began working for General Electric in 1926 as a messenger. During retirement, he says he'll ''just relax.''

DOYLE E. "PETE" ESPICH chose optional retirement Jan. 1 from GPM at Broadway, where he was a materials specialist. Joining GE in 1941, Ite says the pension years will mean doing things he hasn't been able to do while working.

WILDA FRAUGHIGER, worked in the Specialty Transformer Business Dept., chose optional retirement Jan. 1. She joined STBD in 1929. During the retirement years ahead, she says she'll "clean out the corners" and enjoy herself.

MILDRED B. GAFFER took an tional retirement Jan. 1 from optional retirement Jan. 1 from General Purpose Motor's Broadway plant. A coil placer for GPM, she joined the company in 1941. Retirement plans are to "enjoy doing the things I want to do," she says.

HARRY W. GOHEEN retired Jan. 1 from the division's Finance Operation as a reports and statistics analyst. He joined General Electric in 1937 as a messenger, and says that during retirement, he plans to simply "take things easy."



Curley

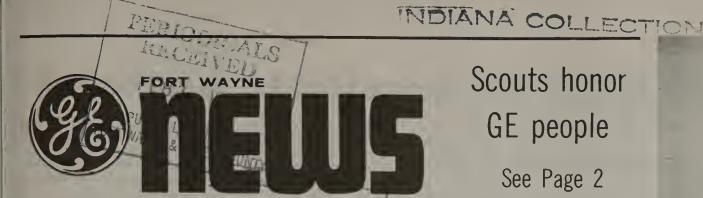


Fraughiger Espich



Gaffer





Scouts honor GE people

See Page 2

Insurance paid all but \$20

## Twins surprise folks, shock budget with \$1,350 in medical expenses

Joseph's Hospital, Joe Lonsway was convinced his soon-to-beborn child was going to be another girl. His daughter Julie came into the world two years ago, and so far, no grandsons had entered the family scene.

When the nurse finally approached the expectant father, she asked if he wanted to sit down. A bit apprehensively, Joe asked the question — "a boy or a girl?" Coming to him with only a fifty percent report, she answered, "Well, the first one is a boy." Moments later, Joe learned that the second one was, too!

Arriving about a month early,

Patiently waiting in St. Mark and Matthew took their mom and dad by surprise. Joe and his wife Marta had no indication that their blessed event would come as a matched set, and it wasn't until later that Joe discovered a history of twins on his side of the family.

> But while the news of the brothers and the handing out of double cigars picked up momentum, the medical bills for the babies' deliveries and the family's hospital stay arrived with equal speed. Expenses fell a nickel short of \$1,350 for the Lonsways. A staggering problem for a young family? It could have

As a supervisor of payroll and general accounting for the Hermetic Motor Operation here and a GE employee since 1968, Joe says the Insurance Plan is "competitive, and in many cases far superior to plans of other companies. I sat down one evening and figured up how much additional income I actually have in the form of GE benefits," he

"Actually, our family is surrounded by General Electric influences," he says. "Marta and I met here when she was a secretary in Bldg. 19-5. Our first daughter was also born under GE insurance coverage, and we've used the Plan several other times in the past."

continues, "and it really adds up.

Still, Joe points to an area which GE's insurance is powerless to do anything about. "The benefits are great," he concludes, and although he readily admits Marta is the one who gets up at night to respond to newborn cries, he adds, "but they don't cover the sleep we're missing by having two new babies in the house.

"That's probably one of the greatest things about the GE Insurance Plan," Joe notes. "You receive the bills, check them out to make sure they're accurate, and then simply turn them in on an insurance claim form." Of the \$1,350 total expenses, the Insurance Plan paid



the desk of Information Services Business Division account manager Sung Ik Park. Visiting GE and outside customers in northern Indiana, he explains how computer time-sharing services can help businesses compete in today's changing economic environment.

## GE's computer services boost business know-how

During this time of economic Taylor Street plant, account challenge when money is tight, costs are high, profit margins are low and sales are uncertain, businesses are looking for new solutions to help them compete in a global environment of continual change.

Many are finding the answers they seek in the form of General Electric's Mark III world-wide network data processing service, made available through the Information Services Business Division. The requests for this service have been growing, and as they grew in northern Indiana, an ISBD sales office was set up at GE Fort Wayne last Fall to respond to these business concerns and increase the number of time-sharing users inside and outside the company.

Working from a small office located by the east gate of the manager Sung Ik Park and technical representative Bob Truelove are kept busy demonstrating the diverse potential and problem-solving capabilities of their service. According to Park, "Many of the potential customers I visit have good ideas, but without the proper sophisticated tools, their ideas are difficult to accomplish.

"Up until about five years ago, time-sharing was thought of merely as an extension of the calculator," he continues. "But today, with our expanded capabilities and addition of world-wide networks and remote batch processing services, we can provide total data processing to our customers available almost 24 hours a day, seven days

The local ISBD account manager adds that the number of case histories demonstrating successful management are in almost direct proportion to those companies which properly implement the use of time-sharing into their business decisions and practices. On the other hand, there are many companies which do not see the immediate need for time-sharing services, and are currently operating at less-thanaverage performances.

"We direct our sales efforts to the major corporations in the country," Park says, "and in this area we service most GE departments in Fort Wayne as well as other large companies in Indiana.

"Within three days, an employee with no former experience can learn to write a computer program and solve his own particular problems relating to finance, marketing, manufacturing, engineering, or almost any other key business area,' Park concludes. "I see a time coming when many major corporations will find it to their advantage to use outside timesharing services such as ours."



TWO'S COMPANY for two-year-old Julie and Joe and Marta Lonsway. Arriving Dec. 19, Matthew and Mark, each weighing six pounds, three-ounces at birth, provided quite a surprise for mom and dad, who were expecting only one new addition to the family. They also provided \$1,350 in medical bills for the HMO employee and his wife. GE insurance came in handy — it paid \$1,330 of that total!

## Remember that parking lot clean-up to curb crime? It's working!

Last September, the GE News reduced to 4.4 per month. reported on improvements made in GE parking lots here during or 33 percent — of incidents octhe summer shutdown. A general clean-up of parking areas was undertaken to thin out bushes, cleaning four of 22 - or 18 perweeds, and dense sections of cent — occurred in this area.

rotection chief Tom Corneil explained at that time, "Eliminating the high grass and bushes will help eliminate many of the crimes that have been taking place here, since these are the types of areas in which vandals often hide. This clean-up will make it much easier to spot a potential thief with his eye on someone's mag wheels or tape deck."

This week Corneil issued a follow-up statement. According to records kept since the completion of area parking lot clean-

• Prior to the removal of the brush, an average of seven incidents per month occurred. After cleaning, this number was

• Prior to cleaning, 16 of 49 curred in the area between College St. and Broadway. After

• Prior to cleaning, Fort Fort Wayne area plant Wayne police and GE plant protection officers made 12 contacts with alleged "wrongdoers." After cleaning, 21 contacts were made, reflecting an increase of 175 percent.

> • Two recent incidents in November and January resulted in arrests and recovery of stolen material. Both cases were brought about by employee observations in the area between College St. and Broadway, and could not have happened if the brush had still been in place, according to Corneil.

• The Jackson St. parking lot, which Corneil terms "our worst lot prior to cleaning," has not had one incident since brush was removed. Lindley Ave., the second worst lot, has had only three incidents since cleaning.

The report indicates that the clean-up measures taken this past summer are paying off. If employees spot trouble, they should immediately report their observations to the nearest plant protection officer on duty or call Ext. 3585.



## Scouts honor three here for 'service to boyhood'

ployees in the General Purpose Motor Dept.'s Taylor Street plant, and one retired GE employee, have received one of Boy Scouting's highest honors — the Silver Beaver Award for distinguished service to boyhood.

John Larson, a manufacturing projects specialist; Sally Rainwaters, a mailroom leader; and Gene Lordier, who retired as a plant protection officer here in 1970, received the distinguished recognition for their "noteworthy service of exceptional character to boyhood by registered Scouters within the territory under the jurisdiction of the Anthony Wayne Area Council, Inc.," according to the appreciation dinner program recognizing their involvement in Scouting.

#### JOHN LARSEN

Larsen began his Scouting career as program chairman for a Cub Scout pack, and since has served as Scoutmaster, institutional representative, and currently as Assistant Scoutmaster. As a board member of the Anthony Wayne Council, he has served as a chairman and member of several committees.

A Vigil Honor member of the Order of the Arrow, Larsen has led several training councils and been honored with awards and achievement patches for his leadership accomplishments in these Scouting capacities.

In addition to Boy Scout activities, he has been actively involved on capital fund drive and allocation committees for the YMCA and Allen County United Way, and at General Electric was the recipient of the Elfun Society Award for Community Service and nominated for the Gerald L.



THE SILVER BEAVER is one of Scouting's most distinguished awards, and was presented to three General Electric people here for their noteworthy service of exceptional character to boyhood."

### In Memory

LEWIS HICKERNELL, 1133 Edgewater Ave., Fort Wayne, died Jan. 14. He retired in 1960 from the Specialty Motor Products Dept.

RICHTER, LESLIE E. Brandenton, Fla., died Jan. 14. He retired in 1966 from the General Purpose Motor Dept. at Broadway.

GEORGE SWALLOW, 328 Brandriff St., Fort Wayne, died Jan. 15. He retired in 1968 from the Specialty Transformer Business Dept.

Two General Electric em- Phillipe Award for Distin- Council, recreation represenguished Public Service.

#### SALLY RAINWATERS

Sarah (Sally) Rainwaters has been active in Cub Scouting, and for many years has served on the staffs of pow-wows and Cub field days. A past den leader and den leader coach, she is presently a member of her Scouting district's training and roundtable staff. She is also a recipient of the Den Leader Training Award and the Council Patch.

Mrs. Rainwaters has served as a PTA representative to the City tative, and Sunday School teacher at the Waynedale Methodist Church. The Anthony Wayne Council of the Scouts honors her as "a mother to many youngsters for many years.'

#### GENE LORDIER

A long-time Scout and Scouter, Lordier began his volunteer leadership as a Scoutmaster in 1939. He has served as a committeeman, committee chairman, commissioner and Merit Badge counselor.

An Eagle Scout and Vigil Honor member of the Order of the Arrow, he is a recipient of the Council Patch, the Scouters Key and the Ad Altare Dei Award, and has served on committees of numerous Scout activities.

Lordier is also Scout Council

chairman of the Catholic Awards Committee of St. Patrick's Catholic Church, has received a Civil Defense Award for rescue work, an award from the Mayor, and been nominated for GE's Gerald L. Phillippe Award for Distinguished Public Service.





JOHN LARSEN, a manufacturing projects specialist for General Purpose Motor at Taylor Street, was one of three GE people honored recently with the Boy Scout Silver Beaver Award.





SALLY RAINWATERS, who also works at GPM's Taylor Street plant as a mailroom working leader, earned the Silver Beaver Award for her many Cub Scout district and leadership activities.



GENE LORDIER, a retired plant protection officer since 1970, was also the recipient of the Silver Beaver Award. He has served in various Scouting capacities and leadership roles since 1939.

## **NEWS NOTES**

### Employment downturn continued in January

Layoffs in Fort Wayne General Electric plants continued during January as the result of declining customer orders and general economic conditions impacting negatively on businesses.

At the Specialty Transformer Business Dept., about 140 hourly men and women have gone on lack-of-work since the beginning of the year. On Jan. 17, lack-of-work notices went to 85 hourly employees in the General Purpose Motor Dept.'s Winter Street plant, approximately 40 hourly people at the Technical Resources Operation's Advanced Manufacturing Development Operation and Wire Mill, and an additional 40 hourly employees in the Hermetic Motor Operation here. The Specialty Motor Products Dept. at Taylor Street will lay off about 20 hourly people today due to order cancellations.

In the salaried workforce, more than 200 exempt and nonexempt employees have been notified of lack-of-work in Fort Wayne GE departments since Jan. 1.

This month's employment decline brings the total number of GE people in Fort Wayne on layoff or notified of lack-of-work to nearly

### Jones again named to Bond campaign post

GE board chairman Reginald H. Jones has again been named to the U.S. Industrial Payroll Savings Committee. The appointment was made by U.S. Secretary of the Treasury William E. Simon. Jones will serve as chairman for the Electrical Equipment Industry during the 1975 campaign, as he did for the campaign last year.

The committee encourages the sale of Series E Savings Bonds through company payroll savings plans by urging employers to lead all-out efforts to increase enrollment in their plants and offices. Its goal is to stimulate employee participation in payroll savings plans in businesses nationwide. This year's national aim is the enrollment of at least 2.4 million new savers, and to encourage those already in the plans to increase their allotments.

General Electric employees can purchase savings bonds under the Savings & Security Program and the Savings and Stock Bonus Plan in addition to a Payroll Savings Plan. With these three plans, GE people are among the leading Bond buyers in industry.

### Shop for Super Red Tag Values and save

Fortunately for GE employees, savings plan payouts, income tax refunds and "Super Red Tag Values" all come about the same time in 1975. Many GE people can combine cash windfalls with values offered by major appliance dealers participating in this annual Red Tag event during February.

In these times of tight household budgets, employee courtesy discounts make these first-of-the-year values even more attractive:

Range products — Employee courtesy discounts are: JV62R 36inch vented hood, \$11; JP90 smooth glass-ceramic cooktop, \$45; and a choice of two built-in wall ovens, the JK19R 27-inch model (\$45) or JR17R 24-inch model (\$40), both of which are self-cleaning and have automatic rotisseries and meat thermometers.

Potscrubber II<sup>TM</sup> built-in dishwashers — Employee courtesy discounts are: model GSD1050, \$45; Model GSD950, \$40. Both models feature the PermaTuf TM interior with 10-year service contract.

Home Laundry products — Employee courtesy discounts are: 18pound capacity WWA8310 washer (\$30) and the WWA7400 washer (\$35) with the exclusive Mini-Basket TM feature. Also red-tagged are the DDE6200 electric dryer, \$20, and the DDG6380 gas dryer, \$25.

Refrigerators - Employee courtesy discounts are: 15.6-cubicfoot top-freezer model TBF16SR and the more fully-featured TBF19-DR, each \$45; 17.6 cubic-foot top-freezer TBF18SR (\$50), and TFF19-DR side-by-side model with 18.8 cubic foot capacity, \$65.

Televisions — Employee courtesy discounts are: Portable monochrome models SF2401BL 9-inch diagonal, \$10, and WUA4164WD, \$15; 25-inch diagonal color console with GE's 100percent solid-state modular chassis and black matrix Spectra-Brite<sup>R</sup> IV picture tube, model MB9208PN-DS, \$70.

The "Super Red Tag Values" event continues through February.



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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

# Follies 1975 is highlight

month of the year, but it's packed tivities. Here's the Elex calendar of upcoming events:

Feb. 3: Partizan Chapter Board meeting; Lucky Steer Restaurant, 2912 Getz, 11:30 a.m.

Feb. 5: Elex Executive Board meeting for second and third shift members; GE Club Trophy Room, 1 p.m.

Feb. 6: Pen-El Chapter Board meeting; GE Club Trophy Room, 9:30 a.m.

Feb. 10: Elex Monthly Program — 1975 Follies; Fort Wayne Community Center for the Performing Arts, 303 East Main St., 8 p.m. (open to all employees, retirees and guests of Elex Club members).

Feb. 12: Pen-El social meeting; YWCA, 1 p.m.

Feb. 15: Tour of the Wayne Street United Methodist Church; 300 East Wayne St., 10:30 to 11:30

Feb. 15: Fort Wayne State Hospital and Training Center Adoptees Party.

Feb. 17: Elex Executive Committee meeting; Bldg. 18-3 conference room, 4:45 p.m.

Feb. 18: Partizan Chapter social meeting; Indiana and Michigan Electric Company, 110 East Berry, 12:30 p.m.

Feb. 19: El-Par Chapter social Ranch House meeting; Restaurant, 3204 North Anthony



#### FOR SALE

OIL tank, 275 gal., w-gauge & pipes. 422-8989.

SEWING machine, Singer. 747-4994 aft. 4.

CHAIRS, good cond., table lamp, red ottoman. 456-4851.

BELT massager w-motor & stand, \$10. 456-4851.

'72 FORD LTD, PB, PS, air, good cond., 48,000 mi. 799-5505 Albion.

PUPS, AKC Irish Setter, 11 wks. old, 2 female. 672-2750 Rnk.

CARPET & pad, 12½ x 13½, gold, \$15. 447-3105.

447-3105.

WASHER & dryer, top cond., \$75 ea.
747-5803.

'68 CHEVELLE SS, conv., auto.,
good cond., extras, \$575. 627-2429 Grbl.
COATS, women's sz. 20, reas. 433-

8925.
DISHWASHER, coppertone, ex. cond. 747-7702.
PUPPIES, AKC Basset Hound, first shot, wormed, 8 wks. 456-5888.
'72 MAVERICK, 13,000 mi., auto., PS, vynl. top. 485-0145.
SABRE saw attach. for Craftsman arm saw, new, \$15. 723-5438 S. Whitley.

DEHUMIDIFIER, perfect cond., \$15. '70 SUPER BEE, 383, 4-spd., headers,

484-4251.

'70 SUPER BEE, 383, 4-spd., headers, blk., \$800. 747-2516.

DRYER, elec., portable, ex. cond., \$70. 483-4313.

'65 CHEV. wag., good tires, body fair. 456-1961.

DOORS, new, 24 x 80, double bed, sprgs., make offer. 489-5770.
'66 CHEV., aut., runs good, save gas, \$225. 446-8333 aft. 10:30 a.m.

SEWING mach., in case, all att. chmts. 447-4344.

LAMPS (2), end tables (2), 1 coffee table. 745-5235.

HAY, good quality, mixed, no rain. 638-4477 Rnk.

DACHSCUND, male, Minature, 1 yr. old. all shots, \$45. 747-4395.

KODAK pocket instamatic 30. Pol. color pack 3. 747-9251.

SOFA, green, good cond., \$75. 484-6727.

BABY basket, scales, carseat, bottle

BABY basket, scales, carseat, bottle sterilizer. 637-3853. SNOW tires, G78-14. 485-2002. TV stand, chrome, good shape, \$8.

/4/-1059.
PARAKEET & bird cage & accessories. 622-4618.
HEATER Bryant, gas, 60,000 BTU-hr., used 1 yr. 426-9607.
'66 DODGE Coronet, A-1 shape. 432-4659

of Elex plans next month Blvd., 1 p.m. February may be the shortest Feb. 20: Elex Luncheon and with plenty of Elex Club ac-Bingo; Hall's Party Room, 1502

> Feb. 25: Elex Executive Board meeting; Bldg. 18-1 conference room, 7:30 p.m.

Bluffton Rd., 11:30 a.m.

### Plan to donate; blood drive set at Taylor Street

The first American Red Cross Bloodmobile visit of 1975 will be next Friday, Feb. 7, at Taylor Street. Start the new year off right for yourself and hundreds of others in this community who could use your help. Make a date to donate blood next week.

### Senior citizens meet Feb. 6 to work out bowling league plans

The GE Club reminds all interested retired employees of a Senior Citizens Bowling League now being formed, which will offer men and women a special bowling rate of three games for only \$1! General Electric retirees are invited to bring friends with them to a meeting Feb. 6 at 1 p.m. in the Club, Swinney Ave. at Broadway, to plan league details. For information call 743-8487.

COAT, man's, winter, sz. 38, like new. 745-0723.

745-0723.

DRYER, gas, 3 cycle, like new, \$100. 456-6765.

BIKE, 26", girl's, good, cond., \$30. 432-6703.

FILE cabinet, 4-dr., locking; dresser; coffee table. 493-2241.

RANGES (2), 1 gas, 1 elec., work, good, \$20 ea. 432-3445.

IRONER, very good cond., \$20. 447-1910.

STOVE, elec., 28", white, \$25. 743-DAVENPORT, like new, \$75. 484-

5353.

HAND saw, 6½", elec., needs repair, \$5. 623-6868.

'72 VEGA GT, 4-spd., cust. int. 456-6426 aft. 5.

'73 SUZUKI MX 125, never raced, \$525. 747-2241.

BUTTONHOLE attachment for old Singer models, \$4. 485-3853.

'71 HONDA, chopped, 450 cc, must sell or trade. 639-3628.

Please Turn to Page 4

Please Turn to Page 4



## Routine button-pushing adds up

"Let me have about a dozen copies of this cost-improvement status report. It's uh, let's see, one-two-three-four-five-six pages long." For many employees in General Electric here, that simple request (or one just like it) is heard several times each month. That makes it routine, and so, routinely, 72 copies of the report's pages are

What isn't routine, though, is the cost incurred by doing it.

Each of those copies costs a fraction more than three-and-a quarter cents. Multiplied by 72 copies, the cost quickly tops the \$2 mark for that particular run. If in fact this is done three or four times a month — which in many cases is an understatement — the cost climbs to more than \$100 a year. Multiplied once again by the hundreds of individuals who make daily use of the 33 copying machines throughout Fort Wayne departments, the annual cost skyrockets into thousands of dollars!

spend an estimated one-quarter-million dollars by making more than 7.6 million copies of printed material each year. These statistics were computed on average use of copying machines during 1974, and like almost everything else, could easily rise even higher in 1975

The cost of copying materials is, however, one which GE people can reduce this year. As prices of materials climb, maybe keeping

Pictured at the Xerox copier is Becky Brockelbank, general accounting clerk at Specialty Motor's Broadway plant.

run on one of the copying machines nearby.

Actually, General Electric people in Fort Wayne departments

that more-than-three-cents-a-copy number in mind will help.

Rules to Remember is a regular feature of the GE NEWS designed to familiarize employees here with the work rules that govern their conduct. The purpose of these rules—like rules and laws elsewhere—is to protect the rights of each employee as well as the rights of the General Electric Company. Disregard of work rules related to illegal or improper conduct could subject an employee to disciplinary action up to and including discharge from his job.

Falsifying records

Falsifying pay vouchers, piecework counts, time cards, insurance claims or other records for illegal gain is a serious violation of our work rules.

Stealing from the Company by falsifying records is just as illegal as stealing from another person. Honest mistakes in filling out records or claims are at times understandable, but conscious efforts to defraud by falsifying records are not.

Just as employees have a right to expect accurate payment for their work, the Company has a right to require accurate reporting of production and time records, as well as factual information on other employee documents. Violations of this important work rule could cost an employee his job.





## Scoreboard

The battle for the bottom found Wire Mill No. 1 beating Specialty Motor No. 1 by 67-62. Rick Stollar led the Mill with 17, Tom Rodgers 16, and Bruce Miller 12. Larry Spreen led all scorers in the game with 23 points in a losing effort, aided by Don Krouse with 18.

Specialty Motor No. 2 took sole ownership of second place, edging the Leaky Hutch 70-67. James Moore led the winners with 26, Rick Wells 23, and Lester Woods 14. Bill Boyd led the Hutch with 21; Mike Windell, Trence McGee and Steve Riedel each added 10.

Winter St. No. 2 demolished Winter St. No. 1 by 69-43. Mel Brooks led the winners with 22, Dick Baughman 21, and Bob Gerbef 14. Bob Grady led the losers with 11; Ed Pliett added 10.

Winter St. No. 1 came right back to defeat Dy-no-mite 60-53. Ed Pliett and C.L. Turner led the scoring for the winners with 14 each. Calvin Howell and Bob Warnsley paced the losers with 18 each, and Carl Clancy added 11.

Specialty Motor No. 2 glided by Wire Mill No. 1 by 87-68. Sparky Wallace led the winners with 23, James Moore 18, Ron Stewart and Chuck James 15 apiece, and Eldon Shock 10. Rick Stollar led all scorers for the Wire Mill with 25 points, Tom Rodgers 16, and Don Lambert 10.

Winter St. No. 2 defeated the Leaky Hutch 77-61. Mel Brooks led the winners with 22, Dick Baughman 21, Bob Gerber 14, and Tom Lang 10. Bill Boyd led the Hutch with 22 points, Trence McGee 14, and Mike Windell 11.

Specialty Motor No. 2 blasted Specialty Motor No. 1 by 94-57. Chuck James led the winners with 32, James Moore 24, Ron Stewart 14, Lester Woods 12, and Eldon Shock 10. Bernie Ebetino led the losers with 22, Don Krouse with 14, and Larry Spreen 10.

The Leaky Hutch beat Wire Mill No. 2 by 75-69. Bill Boyd led the Hutch with 20 points, Trence McGee with 17, and Mike Windell 13. Ron Martin led the Mill in scoring with 21, Russ Roach had 11, Larry Sordelet and Kirk Van-Ryan got 10 each.

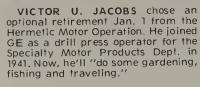
GPM slipped by Decatur 71-68 to finish undefeated and come home with the regular season championship. Decatur trailed 56-43 at the end of three periods. They made a late fourth quarter rally but it fell short. Mike Bird led GPM with 39 points, Royce Bradbury with 16, and Chuck Groves with 10. Tim Irwin led Decatur with 29, Duane Braun had 18, Mike Busse 11, and Don Miller 10.

The official standings at the end of the regular season are: GPM, 11-0; Specialty Motor No. 2, 9-2; Winter St. No. 2, 8-3; Wire Mill No. 3, 8-3; Leaky Hutch, 7-4; Wire Mill No. 2, 7-4; Decatur, 5-6; Winter St. No. 1, 4-7; Dy-no-mite, 4-7; Wire Mill No. 1, 2-9; Specialty Motor No. 1, 1-10.

## GE retirees put work years behind them, look to leisurely future

ROGER HARRIS retired Jan. 1 from the Specialty Motor Products Dept. at Taylor Street. He joined the company in 1952 at the former Fractional Horsepower Motor Dept. During retirement, he plans to "relax and catch up on things.

FERROL R. HILL retired Jan. 1 from Specialty Transformer in Bldg. 20-1. He joined GE as an inspector for refrigeration products at the Winter Street plant. During the pension years ahead, his plans for life are to "enjoy it as it comes."



ROBERT P. KISSINGER retired Jan. 1 from the General Purpose Motor Dept. at Broadway as an inspector. Having joined the company in 1931, he says retirement will mean "golfing a little, fishing a little, and doing what comes naturally."



## New Supervisors Club officers plan to hike membership in '75

entered its new year with a dinner meeting and announcement of new officers Jan. 20. Elected to head the organization in 1975 are Emmett Rasor, president; Ed Hagadorn, vice president; Homer Wearley, secretary, and Guy Smith, treasurer.

The club's '75 season officially begins tomorrow, when its membership drive goes into full swing. In addition to the officers of the Supervisors Club, contact people this year are: Pam

The GE Supervisors Club Delucio, Bldg. 4-6; Glen Buckmaster, Bldg. 8-1; Bob Boner, Winter Street; Gary Bearman, Bldg. 19-5; Norm Getts, Bldg. 4-2; DeWayne Schele, Bldg. 19-2; Dottie Askren, Bldg. 18-4; Bob Mankey, Taylor Street, and Herb Grueb, who represents GE retirees.

> Social events planned by the club include a banquet, theater party, picnic, fish fry and a sports outing. Membership dues are \$12 a year and can be paid to any officer or contact person.



BEGINNING ANOTHER YEAR with a membership drive and plans for everything from a theater party to a fish fry, newly elected GE Supervisors Club officers, from left, Homer Wearly, secretary; Ed Hagadorn, vice president; Emmet Rasor, president, and Guy Smith, treasurer, go over details to insure a well-managed 1975.

### Campers Club carry-in dinner meeting set

The General Electric Campers Club has set Feb. 9 as its meeting date at the Wayndedale Community Building, located behind the No. 1 Fire Station one block south of Lower Huntington Road (turn at the west stop light).

A carry-in dinner, beginning at 1 p.m., precedes the meeting. Any employee or retiree wishing to join the Campers Club is invited to attend. Call John Guethler, Ext. 3455, for details.

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LIEBERENZ, who FLOREN E. last May celebrated his 40-year anniversary with General Electric, chose optional retirement Jan. 1 from the Specialty Transformer Business Dep.† Retirement will mean the opportunity to do some traveling.

LUCILLE McGEE chose an op tional retirement Jan. 1 from the General Purpose Motor Dept. at Taylor Street. Joining the company at GPM in 1944, she says the retirement years ahead will give her time to "relax and take it easy."

ARDOLA M. METKER retired Jan. 1 from General Purpose Motor at Broadway. She started working for GE at Hermetic Motor in 1937, and says that during retirement, she'll "goot off and catch up on everything" she hasn't had time to do.

HAROLD F. MILLS, who joined GE's supercharger operation at Taylor Street in 1942, retired Jan. 1 from General Purpose Motor at Winter Street. Retirement will find him doing odd jobs around the house and traveling next summer.

PERRY J. O'NEILL, a production control specialist at Specialty Motor's Broadway operation, chose optional retirement Jan. 1 after more than 39 years service with General Electric. During retirement, he'll be doing some relaxing and fishing.



McG ee Lieberenz





Continued From Page 3 **AUDI**, 2 dr., 4-spd., red, low mileage, must sell, \$2250. 447-6585.

TYPEWRITER, 2 port. record plyrs., grl's skates, sz. 10. 493-2132. WRINGER washer. 744-5119. SNOW tires (2), 6.35x15, used 1 seas., \$15. 743-9146.

#### WANTED

APT.-house, 3 br., near Bdwy. GE, furn.-unfurn. 638-4594.
WALKER, adult, 4 legs. 745-3764.
CAR, small or med., good cond., reas. 747-6004.
FISHING boat, 14', aluminum. 639-409

FISHING boat, 14', aluminum. 639-6249.

AIR equipt. Slide magazines for 2x2 slides. 446-7092.

STORM windows, wood (2), 36" x 39" & (3) 40" x 55". 456-4914.

HOME pasteurizer, set of small wheels for cart. 639-3631.

SLIDE projector. 747-3613.

BABYSIT, days, 1 blk. Luth. Hosp., hot meal, nice home. 745-2764.

LEAD guitar player for country rock band. 347-0793 K'ville.

#### RIDE WANTED

ANGOLA to Broadway, 1st shift, 7-3:30. 665-3574. VAN WERT, Convoy, Ohio to Bdwy., 7-3:30. 419-749-2634. ASHLEY to Bdwy., 1st shift. 665-2545.

#### RIDERS WANTED

DECATUR or area to Bdwy. or T.S., 2nd. 592-7279.

WALTER POOK retired Jan. 1 om the Technical Resources from the Technical Resources Operation in Bldg. 19. Joining the company's former Fractional Horsepower Motor Dept. in 1942, he's got pension plans that make sense. He says during retirement, he'll "just

WOODROW RICHARDSON chose optional retirement from General Pupose Motor at Taylor Street on Jan. 1. With more than 43 years service to his credit at General Electric, he says he plans now to simply "take things day by day."

RICHARD M. RIEGEL retired Jan. 1 from his post as drafting supervisor at General Purpose Motor's Winter Street plant. He joined the company in 1940, and says that during retirement, he'll do the things he never had time to do before.

KENNETH E. RINKER retired from Area Services' plant protection force Jan. 1. He began his career with GE in 1941 at the former Motor Generator Dept. During retirement,



his plans include going to his favorite

ARNOLD P. SHIFFERSTEIN retired Jan. 1 from the Specialty Transformer Business Dept. He joined the company in 1941. The retirement years ahead will find him doing "plenty of fishing, traveling and working in the yard."

#### **Not Pictured**

**EVA I. GIRARDOT** retired from the Specialty Motor Products Dept. She began working for GE in 1954.

MARGARET I. LEHMAN retired from Specialty Motor at Taylor Street. She began working for GE in

MARYGOLD L. SMOAK retired from Specialty Motor at Broadway. She began working for GE in 1929.

THELMA C. WYSS retired from General Purpose Motor at Taylor Street. She began working for GE in





## Alley Chat **Debbie Bowers**

Small Motor League's Dick Blair smashed in a big 653 series this week with games of 226, 226 and 201. Fantastic! John Hunnicutt also had a good night with his 213 and 204 games for a 604 series. Dick Roberts of that league had a 224, Paul Motter 213, Herb Baxter and Howard Beery both with 208's, and Bob Younghaus hit a 202

Ten 200-or-better scores were registered in the Wednesday Owl League. Don Lambert led with a 236 (that was a close one, wasn't it Wilson?); Lawrence Myers hit a 228, Terry Dorman a 226, Gene Edwards 222, and Ralph Hill a 211. A 206 was scored by Dick Powell, 205 by John Stark, 201's by Ralph Hill and Mike Hale, and a 200 by Jim Slater. And congratulations to Murray DeArmond, who expertly picked up the 4-7-9-10 split!

Bob Smith led the Friday Night Taylor Street men with his 220 and 206, followed by Maury Siple's 211, Ted Winchester's 208, Page Churchward's 204, B. Christenson with a 203, and Elmer Asbell and Ken Bainbridge both with 200's

A 224 and a 200 were scored by Dave Myers in the Apparatus League. A 229 was rolled by Clarence Koepke, and a 213 by B.

Ron Rubrake hit a 235 in the Sunday Night Mixers League. John Fisher held a 212, Dale Baeske a 210, Russ McMaken a 208, and Dick Gick a 205. We also want to honor Betty Scott of that league. She picked up the almost impossible 6-7-10 split! Nice going, Betty!

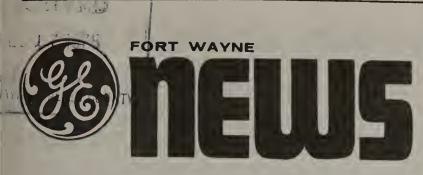
Speaking of the ladies, Sue Travis hit a 191 and Glenna Myers a 180 in the Sunday Moonlighters League.

The Thursday Owl League reported Joe Holloway hitting a 228 and 215 game for a great 631 series. Duke West scored a 221 and 219, and Dale Sowards a 210.

Other great scores this week include Gene Edward's 221, Tom Reinking's 217, Gene Bryan's 213, Courtland Anderberg's 211, and Jack Bartholomew's 206.

- entries are now available for our GE 🖔 And remember, bowlers Club's Ninth Annual Mixed Doubles Bowling Tournament Feb. 1-23. For further information call the Club on Ext. 2042.

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February 7, 1975

### **Chairman Jones reports:**

## GE businesses up, down in '74; ready for upturn

General Electric's consumer businesses, which in many of its product lines reflect prosperity or decline of markets for Fort Wayne departments, ended 1974 with "severe pressures on our margins" due to costs of raw materials climbing faster than selling prices, according to GE board chairman Reginald H.

## Outlook here dampened by low volumes

Noting the problems affecting GE major appliance businesses as outlined in the company's fourth quarter report, John Fink, Appliance and Components Business Division finance manager, does not expect any significant improvement for Fort Wayne businesses in the foreseeable future.

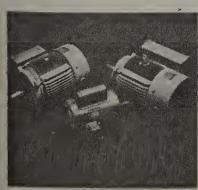
"Since the immediate outlook for major appliances is weak, the outlook for our business isn't

encouraging," Fink reports. "Until the major appliance sales turn up, we can expect to operate at a low level. This volume, coupled with

John Fink

the continuing effects of inflation, put extreme pressure on our profitability. During this period of low production, both salaried and hourly people alike will be challenged to keep costs down.

"There are predictions that the economy will get befter later this year," Fink adds. "In the inerim, by operating a tight ship, we will continue our leadership role in the motor business and be in a position to rapidly capitalize on the upturn."



IN FORT WAYNE, the outlook for businesses directly related to the sale of major appliances will remain weak until that segment of the market picks up.

Jones. "Major appliances were particularly affected," he noted, 'and were also hurt by the collapse of the housing industry."

In a Jan. 23 report of the company's year-end net earnings and sales, Jones added that in this particular segment of the business, "We have taken vigorous actions across the board in our consumer operations to reduce expense levels and to improve margins as we begin the new year. However, the immediate outlook for TV receivers and for some major appliances remains weak.'

Earnings, Sales

The GE chairman reported that preliminary, unaudited results indicate net earnings of General Electric for 1974 are about \$608 million or approximately \$3.34 per share, an increase of four percent from the \$3.21 per share reported in 1973. Sales for the year 1974 were Please Turn to Page 2



OUTLINING BUSINESS CHALLENGES in 1975, Hermetic Motor Dept. general manager Bill Dutton told groups of salaried employees, "We must focus our attention on the short-range problems and solutions of our business now." A sagging economy and order cutbacks have forced the department to deal first with immediate problems before longer-range planning can be carried through, he explained, and underscored his statement by announcing a department-wide thrust for this year — "Focus '75."

## HMO salaried employees told of need to give priority to immediate concerns

In a series of meetings held recently with Fort Wayne salaried employees in the Hermetic Motor Operation here, department general manager Bill Dutton warned, "We must focus our attention on the shortrange problems and solutions of our business now."

Explaining that General Electric departments normally plan "farther out" than the immediate year, Dutton indicated that the economic upheaval and customer order cutbacks which have seriously affected Hermetic Motor require prompt attention on the part of all employees. These problems must be dealt with first before longerrange planning can be carried through, he said, and backed this up by unveiling a departmentturn business around in the months ahead

'Some call the times we're in a recession; others call it a depression. It's a matter of definition. Times are tough, and we've got some problems. Label it anything you want," Dutton

The department general manager commented on the company's 1974 results (see review at left and on page two of today's GE News) and related them to the Hermetic Motor Products Dept.'s 1974 operations. "Although our sales were up in 1974 over 1973," he commented, "that was due to price increases to offset inflationary costs. In spite of these price increases we recovered only 80 percent of our

wide thrust called "Focus '75" to increased cost of materials alone."

Dutton pointed out that customers were all affected by last year's record-high inflation, inventory reductions brought about by high interest rates, lack of consumer confidence and a falling stock market. Depending on the product, these effects were either negative or positive.

Generally, the appliance business was negatively affected last year. "Housing starts fell below 900,000 a year, and economists say that industry won't recover until December," Dutton reported. Consequently, refrigerator and central air conditioner sales were down, he

"Room air conditioner sales Please Turn to Page 3

## Why absenteeism? Ask a man who doesn't know

Irvín "Blacky" Blackburn isn't couldn't live with that. Why particularly impressed with his attendance record at the Specialty Motor Products Dept. In fact, if others hadn't brought it to the attention of the GE News, he would have preferred to just continue what he's been doing and avoid talking about it.

But, when word came through that Blacky hadn't missed a day of work in the past seven years, the News thought people should hear of his accomplishment!

"I don't know — it doesn't seem like an accomplishment to me,' he says. "I just make it a point to come to work every day, get here on time, and stay until it's time to go home." A developmental tester in the measurements laboratory of SMPD at Broadway, Blacky has had this attitude since he began working for the company in 1940. His perfect attendance record could very well exceed seven years, too, since there are no records available to calculate his achievement prior to 1968.

What do you ask a man like Blacky?

Don't you ever get sick?

"Not too often. If I do get a headache or a bellyache, I just take an aspirin and forget it, and I'm on my way. Colds don't bother me too much either. A lot of people figure they have sick days coming to them, so they take them off whether they're feeling well or not. I don't — I

should I say I'm sick if I'm not

Have you ever come close to missing a day during the past seven years?

"Once. The department was giving a luncheon last year to recognize the people who had perfect attendance, and I was supposed to be there for having six years. I was on my way to the luncheon (Blacky works on SMPD's second shift) and got blocked by an auto accident. I wasn't in the accident, but my car ran off the road and I got stuck in the ditch. I missed the luncheon, but I got to work on

Why do you think this idea of presenteeism" is so important?

"I know my job, and I'm here pretty much alone at night. If somebody else had to do this work and he wasn't that familiar with it, it might not get done right. Even when production is down, people should still come to work every day.

"A lot of people, after they read this story about me, will probably say, 'Why, he's nuts! He's got days coming to him - why doesn't he take them?' Well, I get five weeks vacation every year, and that seems to be plenty of time for me.'

What do you think is the biggest cause of absenteeism?

"People take a day off here and there because they've got something better to do than come had your perfect attendance to work. I built my own house, and it took three or four years to build it, but I never missed a day of work because of it."

record for just one year?

"Efficiency, production and profits would go up — and most people would find they'd have a What would happen if everyone lot more money in their pockets.



JUST LIKE CLOCKWORK! It must be true that practice makes perfect Blacky Blackburn has had plenty of practice punching this time clock on his second shift job for Specialty Motor, and because he practiced every day, he's accumulated at least seven years of perfect attendance in the

## Jones reviews business performances; says major appliances hurt

Continued From Page 1 expected to be about \$13.4 billion, up some 16 percent from the \$11.6 billion for 1973.

Earnings for the fourth quarter of 1974 are indicated to be about \$1.05 per share, the same as reported in the comparable quarter last year. Sales for the quarter were around \$3.74 billion, 15 percent higher than the \$3.26 billion reported in the same

quarter of 1973.

Guarded Optimism

Jones noted that GE entered 1974 with guarded optimism. "We certainly did not anticipate the dramatic adverse economic changes which occurred as the year progressed." Specifically, he mentioned "the extraordinary level of inflation that persisted in spite of a harsh cutback in money supply, the extremely depressed

conditions which affected the housing industry, and the severe stresses ranging from capital shortages to unprecedented cost increases that were experienced by our electric utility customers. All of these," he said, "greatly affected our 1974 operating results and will continue to have adverse effects in 1975."

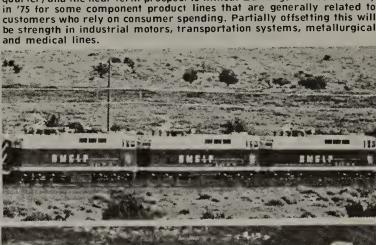
As part of his year-end report, Jones reviewed the various categories of General Electric's husiness in 1974. A brief summary of each report accompanies the photographs of these husinesses on this page.

"GE enters 1975 with well-controlled and manageable levels of inventory and receivables, and a strong financial position," the GE chairman stated. As to plant and equipment expenditures, he said, "In 1974, they were somewhat in excess of \$650 million. We are still summing up 1975 plans, but there will no doubt be a reduction, probably in the order of 10 to 15 percent.

#### Tough First Quarter

Jones. said the near-term prospects for 1975 "add up to a difficult first quarter for GE. In years past we have often had a depressed initial quarter that has not proved typical of the full year. But in 1975, we will have a particularly trying time in the first three months.

"Our major appliance and TV businesses are hard hit by the very low levels of housing construction and by lack of consumer confidence that has put a temporary brake on buying intentions," he continued. "Many of our components businesses that supply original equipment manufacturers are experiencing low order levels as their



INDUSTRIAL COMPONENTS AND SYSTEMS sales were sustained by the high level of capital spending in 1974. Sales and earnings topped 1973

each quarter. However, the order rate began to slacken in the final quarter, and the near-term prospect is mixed. Earnings will be off early



AEROSPACE MARKETS had an excellent year, with outstanding gains shown by aircraft jet engines, both commerical and military. With development costs written off as incurred, CF6 aircraft engines gave a boost to 1974 earnings. Shipments of these engines are scheduled to drop in.1975, but as production costs come down the learning curve, earnings should be sustained. The backlog of military and space business continues unchanged.

customers seek to bring inventory levels in line with sales volume. And then the well publicized problems of the electric utilities, combined with our own shipping schedules of large generating equipment that show major shipments not leaving our plants until the beginning of the second quarter, mean that our industrial power equipment category will be off sharply compared with 1974's first quarter.

"But we see many of these adjustments to volume levels as of relatively short duration," Jones added. "Our shipping schedules for components will improve as customer inventories come into line and our generating equipment is scheduled for a higher level of completions in the second quarter and beyond. In short, we do not view the first quarter as representative of our operating prospects for the full year."

Jones pointed to the company's

very healthy backlog of \$18 billion in orders now on the books; systematic management of total resources; range of products and services which enables GE, at least to some degree, to balance out total performance for optimum results; a strategic planning system that allocates resources on a basis that favors businesses with high potential for earning growth and leads to divestment or turnaround of less promising businesses; sound accounting practices to assure a high quality of earnings; a solid financial structure, and the ability to manage that structure through periods of stress; a reputation for quality and service, and a framework of sophisticated and adaptable managers.

"We are determined to come through the difficult economic environment of 1975 well positioned, ready to take full advantage of the upturn that is bound to come," Jones said.

CONSUMER BUSINESSES were affected in 1974 by the cost of raw materials rising faster than selling prices. Major appliances were particularly hurt by the collapse of the housing market, and the immediate outlook for TV receivers and some major appliances remains as GE begins the new year.



INDUSTRIAL POWER EQUIPMENT was also affected by the cost-price squeeze on power generation and power delivery equipment. Despite cancellations, however, GE ended 1974 with a record power generation order backlog of \$12.1 billion, \$2.5 billion higher than at the end of 1973. This year, deferrals will mean a 20 percent drop in steam turbine shipments compared to 1974, and no improvement is forecast for gas turbines, which were seriously affected last year. Because of long cycles in the nuclear business, the deferrals which have taken place in nuclear plants primarily affect the 1980's. GE sees a resumption of electrical load growth when the economy picks up and demand for power generation and energy requirements supplied by electricity increase, while national emphasis is placed on nuclear power and coal production.

# Credit Union here notes record gain in '74 assets, savings; tabs officers

Reports of new highs in both assets and savings in 1974, and the election of new officers for 1975 highlighted the annual meeting of the GE Employees Credit Union here.

Gathered in the GE Club last Saturday, Credit Union members learned that last year's assets reached \$21.5 million, an increase of \$2.5 million or 13.6 percent over

Reports of new highs in both 1974. Savings grew a corressets and savings in 1974, and sponding \$2.4 million or 13 per-

#### Solid Return

The 1974 report showed that gross income rose to more than \$2 million, with 73 percent of every dollar earned returned to members in the form of dividends, interest refunds and interest on thrift certificates.

SHARES LOAMS & ASSETS

ANOTHER GOOD YEAR. Newly elected officers of the Fort Wayne GE Employees Federal Credit Union flank a progress chart that shows record gains in 1974. Seated are Jack Schemehorn, secretary, left, and Roy Berdelman, vice president, right. Standing from left are: Chauncey Miller, treasurer; Mike Montgomery, supervisory committee chairman; Harold Short, Credit Union manager; M.D. Faust, president; and Gerald Widner, credit committee chairman.

Dividends on savings were six percent, paid quarterly with a one-quarter percent bonus two quarters, one-half percent bonus one quarter, and a full one percent bonus the last quarter. Average yield on savings for the year was six-and-a-half percent. On loans, 25 percent of interest paid was returned to the borrowers for one year.

The 73 percent of income that went to Credit Union members was distributed in the following manner: 49 percent savings interest on dividends, 18 percent interest refunds, and six percent on thrift certificates.

#### Officers Elected

At the meeting, Sol Andorfer, Roy Berdelman and George Crickmore were elected to serve three-year terms, and Wilbert Saalfrank a one-year term on the Credit Union board. Carey Baker and David Bolyard were elected to two-year terms, and Tom Dahlkamp a one-year term on the Credit Committee.

Immediately following the meeting, the board of directors met and elected 1975 officers: M.D. Faust, president; Roy Berdelman, vice president; Chauncey Miller, treasurer, and Jack Schemehorn, secretary.



THE INTERNATIONAL OPERATIONS added to sales growth and maintenance of earnings in 1974. Among foreign affiliates, Canada and Latin America in particular had banner years. GE continues to hold its top position as a worldwide supplier of electrical, aerospace and transportation equipment, evidenced again by high sales levels, increased orders and strong year-end backlogs for exports.

GE CREDIT CORPORATION had a good fourth quarter. The last six months helped to offset the first half's downturn which was affected by record-high interest rates. The Credit Corporation should end the year with earnings about even with or slightly better than 1973. The outlook for 1975 will be greatly affected by trends in the cost of money, which currently look favorable.

## 'Focus '75' will highlight HMO thrust in new year

Continued from Page 1 were down in 1974," he continued, "but inventories were adjusted so that 1975 production should more closely match sales. Freezer sales had one of the best years in 1974 because of consumers' anticipation of food shortages."

#### Affect on HMO

The general manager said Tecumseh, HMO's largest customer, is still faced with a strike, and at the time of his meeting reported "no immediate prospect of its settlement."

The housing industry, he said, will remain depressed, and employees should keep in mind that even if it does turn up in December, the department depends on housing completions and not housing starts.

Dutton also pointed to a "changing customer profile" in 1975, and specifically noted the sale of Westinghouse appliances to White Consolidated Industries. He said GE hermetic motor plants plan to continue supplying White Consolidated, even though that company will now have its own in-house supplier. Carrier, Copeland and Sunstrand, Dutton said, represent good sales opportunities in 1975, and HMO will be working closely with all customers.

The high costs of money will mean continued strict attention to inventories this year, Dutton added, and said energy regulations placed on appliance manufacturers will mean retooling and new designs for the GE department.

Dutton told employees that 1974's business downturn meant layoffs for Hermetic Motor people in all plant locations, including headquarters operations as well as Fort Wayne. "Department-wide, about 1,800 hourly and salaried employees have been affected," he said.

"Will there be more layoffs? I wish I could answer that question," the general manager said. "If Techumseh comes back, and if their production rate returns, and if the second-quarter optimism reported by some customers is true, then maybe we'll have recalls, but at this point, it's rather uncertain."

#### What to Do

Increased productivity, including individual efforts and contributions to the business "beyond one's job description;" cost reductions which incur a minimum amount of expense to implement; inventory awareness; and more flexible, more responsive customer service will help make "Focus '75" work, according to Dutton.

"We have lots of problems, but they're not insurmountable ones," he said. "We've got the people who know how to pull themselves up by their boot straps and who know how to

"Brick and mortar didn't make the General Electric Company what it is today," the general manager concluded. "People



Duke West of the Thursday Owl League captured all the attention this week as he claimed a super 691 with games of 245, 238 and 208. Congratulations, Duke! (Of course we'll expect a 700 next week.) Also in that league Frank Schiffli hit a 217, Terry Isley a 207, Ron Rubrake a 203 and Jack Morris a 202

Carl Brandt rolled the high single of the week of 246 in the Small Motor League, followed by Clarence Nahrwold with a 228, Paul Motter 227, Carl Turner 215, Al Hamilton 213, Harold Somers 206, Berry Belschner 204 and Bob Wakeland 203.

The Apparatus League was led by Bon Clawson with a 234 followed by Ed Bieng's 213, Ken Kniss' 211, Don Hoffman's 206 and Merv Lowden's 202.

Don Hoffman scored a 224 and 210 in the Hermetic League. John Craig a 211 and 202, Dave Dasher a 208 and 203, and Lew Simmons a

For the women this week, Elsie Oliver scored a 214 for a 563 series, Pat Johnston a 210 for a 526, Sharon Johnson 209, and Virginia

The Monday Nite Ladies reported Maragret Bradtmiller scoring a 195 and a 190 enroute to her 545 series.



Vol. 57 No. 6

about the people who help make the world's most dependable components

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**EDITORIAL OFFICES:** 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer



## employee on the job



### 'I think things will get better'

"I like what I'm doing. It's much more interesting than my old job, and the more you learn, the more you want to do. The time here seems to go by fast."

That's the way Liz Ferrell sees her job in the connect and weld operation of the General Purpose Motor Dept. at Taylor Street. Starting her work at GE as a stockkeeper for the department, she now has a hand in the assembly of 10 to 15 different models of GPM motors each day. Every model is different, and Liz uses instruction cards to guide her in the connection of copper mains and starts to color-coded insulated leads.

The men and women who work with Liz regard her as a pleasant person to be around, and with the many problems facing the country today, that's a refreshing characteristic. Is it because she's a positive thinker? "I like to think so," says Liz. "At least, I try to be a happy person within myself.

"You shouldn't always look at the bad side of things," she continues. "Take what comes and make the best of it, and hope that tomorrow will be better. I think things will get better. I wasn't around during the Depression, but I'm sure things were a lot harder then. We should be thankful we're not worse off.

The busy mother of two children, and wife of a Fort Wayne Public Transportation Corporation bus driver, Liz concludes, "You've got to take time out to relax your mind, or else you'll always be going around in circles. That's the way I look at life. It's the only way you can survive.'

### 'Double Up, America!' You can begin here

GE employees and retirees here can "Double Up" now!

Beginning with today's issue of the GE News, classified ads seeking RIDE WANTED and RIDERS WANTED will be the first to appear in the Adlets

If you've been thinking about joining a carpool or starting one

of your own, here's an easy way to begin. Retirees who want to "Double Up" on weekly shopping trips or travels to and from various company gatherings are also invited to advertise for riders or drivers through the Adlets column.

Try it. You've got nothing to lose and lots to gain!

## **Carpool** efforts to save energy get top backing

The United States Department of Transportation has a vital message for the nations' commuting population - "Double Up, America, Two Can Ride Cheaper Than One."

Using this message as the theme of its national carpooling campaign, the Transportation Dept. is encouraging the initiation or expansion of carpooling programs in every American community.

"The private commuting automobile, with its average 1.4 person occupancy, represents the Nation's largest 'mass transportation' resource," according to the Secretary of Transportation Claude S. Brinegar. 'In addition, the single occupant commuter vehicle is an immediately available resource - a vitally important and largely unused tool that can be applied to the continuing need to conserve energy and to the related problems of traffic congestion and air pollution."

Many General Electric people here are already successfully participating in carpools to and from work. As well as the added companionship, they're benefitting from the added dollars in their pockets as a direct result of savings on gasoline and fewer automobile maintenance expenses.

"At the direction of the United States Congress, the expansion of the Department of Transportation's carpooling activity is now a matter of national policy,' Secretary Brinegar continues. "Our objective is to increase the commuter occupancy of automobiles from 1.4 to 2.0 persons per car. Accomplishment of this goal will significantly reduce traffic congestion and air pollution by removing 15 million cars from the highways during rush hours and will conserve energy at the rate of five billion gallons of gasoline per year.'

#### RIDE WANTED

FROM Northwest side of Fort Wayne, 1st shift. 483-1520. ANGOLA, Ashely, 7-3:30, meet in Ashley. 665-2545. SPRING & Fairhill to Bdwy., 8-4:36. 743-8474.

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279. Please Turn to Page 4



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### Section 15 honors those who 'XL in '75'

"XL in '75" is the latest offering from the Specialty Motor Products Dept. here to excel in providing quality, value and service to its customers. In connection with the program, SMPD's Section 15 at Taylor Street is conducting an internal contest to select "the most outstanding employee of the month," according to a recent newsletter. A committee made up of salaried and hourly employees will review lists of potential "XLerators" each month and select the person who in their judgment has made significant contributions to the business through "outstanding individual effort."

### After record year, Emerson has slowdown

Emerson Electric chairman and chief executive officer Charles F. Knight has disclosed that his company has targeted sales of nearly \$1.3 billion in fiscal 1975, up more than 18 percent from 1974's record year. "During past recessions Emerson has outperformed the manufacturing industry," he said in a Wall Street Journal interview, but added, "There isn't any doubt that 1975 will be a more difficult year than 1974.'

As indications of this, Emerson will be trimming its capital expenditures by about one-third, Knight announced. In addition, as reported in The Logan Leader, Russellville, Ky., the company's hermetic motor plant at that location is currently "only working four days a week, with no predictions of when another change will be made."

Like the Hermetic Motor Operation here, Emerson is a supplier to Tecumseh Products, Mich., where employees are still on strike. The four-day work week at Emerson's Kentucky facility indicates that GE competitors, as well as GE departments, are feeling the impact of Tecumseh's labor problems. Tecumseh represented HMO's largest customer prior to the strike, which has been in progress since mid-November, 1974.

### Franklin Electric expands Bluffton operation

Franklin Electric, a local competitor of GE motor departments here, has completed a long-term leasing arrangement with officials of the Red Cross Manufacturing Company for a building that will add about 50,000 square feet to Franklin Electric's Bluffton operation, according to an article in the Fort Wayne News-Sentinel.

C.J. Balentine, president and chief executive officer of Franklin Electric, foresees no short-term affect on employment, but says the additional manufacturing capacity will add to employment levels when the economy recovers from the current downturn.



### 'Crank-Up' a big one for Bob!

TOP-NOTCH JOB! Bob Gebert, right, is the first local employee to receive the General Purpose Motor Dept.'s "Top-Notch" award under its "Crank-Up Sales" program. For his efforts in capturing a large order from Robin Air Manufacturing Corporation, Montpelier, Ohio, for 19-trame motors used on a portable vacuum pump in the automotive in the statement of the sales of the sales was proposed a hardsome model. dustry, the marketing employee was presented a handsome model Duesenberg with concealed radio, by GPM distributor sales manager Joe Scattaregia, left. Completion of the sale took months, according to a spokesman from General Purpose Motor's marketing function, and also received special attention by Earl Narum, sales engineer for the Apparatus Distribution Sales Division, Toledo.



Continued from Page 3

FOR SALE

STOVE, gas, w-grill, \$75. 745-0778. VW SEATS, black, high-back, front & back, \$65. 426-9607.

'71 AUDI, 4-spd., red, 2-dr., 25+ MPG, must sell, \$2250. 447-6585. CHURCH bench, 7', oak, \$50. 745-

92/1.

BOOKCASE, pine, 49" high, 35" w., 9" deep, 5 shelves. 440.3483.

'67 CHEV. wagon, 9 pass., \$400. 2 small motorcycles, \$150. 627.5128

Leo. PUPS, AKC reg. Beagle, grand champ. sired. 747-0919.

DRUMS, Gretsch, chrome, 12 pcs., must sell. 456-5685.
WALKER, in good condition. 2914 Holton Ave.
CRYSTAL goblets, sherbets, cocktails; rug & pcs. 748-8791.
DRAPES, 120" W., 95" L., lined, sheers, turq. grn., ½ price. 693-2384

2384.
WASHER, used, GE, good mtr., needs pump, \$5. 744-6201.
MAGS (4), 13" rims, w-tires, aluminum, ex. cond. 744-1806.
'64 CHEVY, V-8, 4-dr. 489-3624.
STOVE, elec., 2 yrs. old, good cond., \$125. 489-4163.

\$125. 489-4163.

AQUARIUM, 10 gal., complete, lite, heater, \$15. 745-1730.

DAVENPORT & chair, aqua, lite new. 425-9912.

WOOD lathe motor & bench. Adjust. dress form. 489-5670.

ALUM. storm-screen door, 3x7, prehung, orig. carton. 489-9168.

February 14 is the time to tell a special someone that you really care



Valentine's Day sale lasts one week only

## **EMPLOYEE STORE** 1030 Swinney Avenue

The GE Employee Store is discontinuing its extended hours on Wed. evenings. Effective Feb. 10, the Store will be open every Mon. through Fri. from 11 a.m. to 5:30 p.m.

Plan stays same

## **Blue Cross covers** hospital expenses

Type A-1 hospital benefits under the GE Insurance Plan will soon be paid through Blue Cross as a result of a change in insurance carriers. It is planned that the change will take place on all hospital admissions which occur on or after May 1 for GE employees and covered dependents.

The change to Blue Cross will expedite hospital admissions and should eliminate the need to complete GE claim forms for

administrative change, there will be no affect on eligibility for benefits, or on the benefits provided by the Insurance Plan. It follows an experimental period in which the arrangement was in effect for GE employees in Massachusetts.

Detailed information on the change and individualized Blue Cross — General Electric hospital identification cards will be distributed to employees hospital expenses. Merely an before the changeover.

## Gate schedules change Monday

Effective Monday, Feb. 10, employees should note two additional gate schedule changes made at General Electric locations.

• The College Street gate will be open 6 to 12:24 a.m. Monday through Friday. This reflects an increase in the length of time the gate will remain open of nearly four hours each weekday.

• The Bldg. 36 gate will be open 6 a.m. to 6 p.m. Monday through Friday. This reflects a decrease in the length of time the gate will remain open of nearly six-and-a-half hours each weekday.

'64 DODGE, 1/2 ton, 3-spd., W-cap, runs good, \$400. 623-3065 Hglnd.
OIL drum, 275 gals. 456-6202.
STOVE, elec., countertop, stnls. steel, timer oven. 483-1382.
JALOUSIE (2) windows & screens for pickup cap. 627-5601.
'65 MUSTANG, 3-spd., 18 MPG. 483-6155.

6155. STEREO, GE, 100 watt, console, w-AM-FN radio. 747-5874. COTTAGE, yr.-round, on Jimmerson Lake, \$18,500. 485-2170.

CHAIR, tilt-back, ottoman. Gas engine. 489-5237.
STOVE, elec., 30", 5 yrs. old, good cond., \$45. 486-1971.

DRYER, electric, \$50. 485-8703. VAR, 4', 2 swivel stools, best offer. 456-3195.

456-3195.
POOL table, cues, balls, very good cond. 622-7158 Ossian.
FIREPLACE wood, \$20-rank, delivered. 748-1423.
COLONIAL furniture set, 3 pc., \$175. 485-2111.

## Taxes same for medical expense

In filling out 1974 Federal Income Tax returns, General Electric employees should follow the same rules on deductibility of amounts paid for medical expense insurance as they did last

A deduction (not to exceed \$150) is allowable for one-half of the amount paid during the taxable year of medical expense reimbursement insurance covering the individual, his spouse and other dependents. Any portion of the amount paid for such insurance which is not deductible under this provision may be included in reimbursed medical expenses.

An employee's own medical expense coverage under the GE Insurance Plan is provided on a noncontributory basis. However, if he is enrolled for dependent coverage under the Insurance Plan, he must make contributions for such coverage, and these contributions represent amounts paid for medical expense insurance.

## JA youth ready for Trade Fair

Two Junior Achievement companies sponsored by General Electric here will be part of the Feb. 14-16 JA Trade Fair at Glenbrook Mall, and employees are invited to stop by and learn more about these worthwhile high school enterprises and talk with some of the young entre-

Kepod and Youth-4-You are the local concerns which have been getting some business counseling and strategies from several GE employees in Fort Wayne. Those individuals here who have been serving as advisors for the JA companies are: Jack Roebel, Mary Albert, Bob Rice, and Joe Truba - Kepod; and George Ridge, Ed Offerle, Joseph Stonebraker and John Zimmer -Youth-4-You.

Opening cermonies for the Junior Achievement Trade Fair begin at 7 p.m. Friday, Feb. 14. The students' products and business accomplishments will be on display Friday, 5:30 to 9:15 p.m.; Saturday, 10 a.m. to 6 p.m.; and Sunday, noon to 5 p.m.

FUEL oil stove w-fan & thermostat. 419-749-2634 Convoy, O. STOVE & refrigerator, 1 yr. old. 456-3094 aft. 4. SHAG area rug, 9x9, fringe, bronze, olive acrilan. 432-0021. RANGE, elec., 30", w-rotisserie, like new. 623-6881 Mnrvl.

#### WANTED

KARATE gi. 637-3279. TRAILER for lawn tractor. 693-3112

C'busco.
CHILD care in my home, South. 447

CHILD care in my home, South. 447-3418.
READER'S Digest Family Songbook (green). 432-2647.
BABYSITTER, part-time, evenings, Shambaugh area. 485-9363.
ICE skates, woman's sz. 8. 432-3445.
BABYSIT, days, 1 blk. Luth. Hosp., hot meal, fn. yard. 745-2764.
ROOM divider, 7', w-metal tension poles. 744-9479.
BABYSIT in my home, Northeast, days. 438-9063.

#### FOR RENT

APT., Georgetown area, male. 749-1449 aft. 5:30.

#### FOUND

MAN'S wedding band, Fairfield parking lot. 489-5144.

## Next week marked to honor country's engineers

make it through a day without making use of a product or process that stemmed from the fascinating science of engineering. The way we travel, the machines on which we work, and even the clothes we wear and food we eat come to us as the result of engineers' ingenuity. Engineering probably has a more direct effect on the way we live than any other profession practiced in the world today.

If much has been accomplished

It's doubtful a person could in recent years, much still remains to be done. Engineers will be helping to solve complex, worldwide problems such as developing additional evergy and fuel sources, feeding the world's population, improving the systems of health care, making more efficient use of our mineral wealth, cleaning up the environment, answering the need for more and better transportation and communication, raising product quality, providing security from crime,



HONORED FOR EXCELLENCE. Fourth quarter recipients of General Purpose Motor Taylor Street's Engineering Excellence Program were design engineers Herb Wise, right, and Ed Fisher. They were presented \$25 department store gift certificates by commercial motor engineering manager Bernie Dunn. Twelve other GPM exempt and nonexempt employees received similar honors during 1974. See story below.

## **Engineering 'excellence'** earns GPM recognition

The General Purpose Motor Dept. at Taylor Street recently wrapped up its Engineering Excellence Program for 1974. Each quarter, the performances of exempt and nonexempt employees working in the engineering function of the GPM plant were reviewed by the Engineering Best Buy Council to determine which people made the greatest contributions to the business. Employees were judged on accomplishments in the areas of productivity, customer service, cost reduction, projects, new business contribution, idea generation, presenteeism and attitude.

In all, 14 GPM men and women were selected to receive \$25 gift certificates from a local department store.

### **First Nine Months**

At the end of 1974's first quarter, Eldon Cunningham, Mike Marks and Dick Seely were honored for their "engineering excellence." Second quarter winners in the program were Jim Burton, Jerry Chi, Jerry Goeglein and Lew Nelson. In November, awards went to Phyllis Penrose, Joe Gardt, and to each member of a three-man project team — Bob Keough, Fred Kohler and Bob Leach.

#### **Recently Honored**

The fourth quarter Engineering Excellence Program winners were announced last week by Ken Wyman, program chairman.

Herb Wise was recognized for "optimization work he did in development of a 30-frame, twopole stator lamination for use on KH and KC-type motors," according to Wyman. "Manufac-

turability, thermal system cooling and cost considerations were all included in his investigation to arrive at the overall best balanced design."

Ed Fisher was honored "for his development of a centrifugal mechanism that could withstand speeds up to 16,000 revolutions per minute," Wyman reports. "The motors using his new design are applied to poultry feeder applications. In addition to meeting the customer's high speed requirements, the new design is lower cost than the relay-switched motors previously

### Wright idea!



WRIGHT ON! A big \$490 suggestion award was presented recently to Hermetic Motor Operation's Virginia Wright, stator finishing, for her idea to add more slot separators in 30-frame motors. HMO realized a significant reduction in scrapped windings as a result of her adopted idea in the GE Suggestion Plan.

## national engineers week

feb 16-22



engineering exploring new energy frontiers

restoring and developing urban areas — the list can go on as far as the engineering imagination and expertise will take it.

Once a year, a special week is set aside to pay tribute to the men and women in this country who have chosen engineering as a

career and profession. National Engineers Week is Feb. 16-22, and in keeping with the observance, the GE News asked 10 engineers in GE plants here to discuss the satisfactions they find in their chosen fields, and outline what they feel their roles will be in helping solve some of the energy, environmental, and other concerns this country faces now and in the future. Their comments appear in the special Engineering Plant Panel on pages two and three of today's

# FORT WAYNE

## Engineering Plant **Panel** Pages 2 and 3

## Union reps, GPM's general manager meet to review 1974, examine 1975

In state - of - the - business meetings last week with representatives of IUE Local 901 and IAM Lodge 70, General Purpose Motor Dept. general manager Jim Warren reviewed GPM's strengths and weaknesses during 1974 and outlined challenges the department faces in the new year. Material inflation, material cost, labor and base costs, as well as absenteeism and safety performances, he said, were factors which affected 1974's

#### **Could Have Been Better**

"We could have done a halfmillion dollars better last year," Warren said, "if our production had been better. The business was there — we weren't."

Discussing these factors, Warren noted that material inflation was one of the highest in history, with copper prices soaring 43 percent, steel 37 percent, aluminum 65 percent, and castings 37 percent. "Our material costs were up \$9 million," he said, "with physical volume up just one percent.'

Hourly labor costs "didn't meet objectives by a country mile," he continued, but added that GPM did meet its goal in base costs, which he said "are coming down quite rapidly."

#### Safety Record Bad

Warren reported that the department's lost-time accidents in 1974 were three times more frequent than the previous year.

"Our supervisors have some tough goals to meet in this area," he said, and added that these GPM employees will be held accountable for improving safety and housekeeping performances.

Editor's Note: The state-of-thebusiness review at the General Purpose Motor Dept. was one of a series of meetings department general managers in Fort Wayne General Electric have been holding with representatives of **IUE Local 901 and IAM Lodge 70.** 

Warren also suggested that employees remind each other of safety regulations, and pledged his personal commitment to help reduce the number of lost-time accidents and monitor good housekeeping practices within the department.

Absenteeism and promises kept were still other areas which the general manager said need improvement in the new year.

#### What's Ahead

Generally, the sales and employment outlook for GPM in 1975 is one which coincides with what Warren is calling "a tough, lean

year." Much of this, he indicated, will be due to slackening customer demand. Sales in 1975 could drop below 1972 levels, he forecast, which were lower than 1973 and 1974.

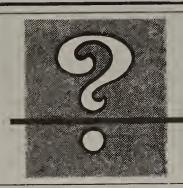
"We've got to get down to basics and readjust our skills in 1975," Warren said. "It's going to be a year like none of us has been through in our industrial lives, and we'll have to have a crisper, better-managed business.

"I know a business turnaround is coming," the GPM general manager concluded, "and it can't



MEETING WITH UNION REPRESENTATIVES, Jim Warren, general manager of the General Purpose Motor Dept., briefed IUE Local 901 (above) and IAM Lodge 70 (below) members on the state of GPM's business. "We could have done a half-million dollars better last year," Warren said, "if our production had been better. The business was there — we weren't." Previewing 1975 sales and employment levels, he noted that the department is facing "a tough, lean year." The business review at GPM was one of a series of meetings being held by general managers with union representatives in GE Fort Wayne





## **GE** News special . . . **Plant Panel**

**Engineers Answer Today's Questions** 

## Satisfaction for engineer greater now than ever; energy, environment challenge customer service

JOHN BODENHAFER Broadway 5 years service

"I believe that the chance for personal satisfaction in engineering is greater now than it has ever been. The necessity of our customers to get higher efficiency and quieter units on the market in a short period of time has enabled us to perform a very valuable service for them. Closer contact with our customers in

their early design stages has a time when our customers their final design.

siderations in our daily work. At design to their customer."

meant that we have been able to demand higher efficiency and help solve potential problems longer-life motors, material before they occur, and as a shortages and rising material result, our motors have become a costs have forced us to become more important integral part of cautious about how this is achieved. Our challenge for the "Our present energy and en- future is to come up with the best vironmental problems have balance of these factors for each caused us to become constantly individual customer so that they aware of new design con- in turn can provide an optimum

## Efficient product design, methods of manufacture can save energy

General Purpose Motor Winter Street 23 years service

"Engineers are constantly being challenged to solve problems in an easier, more effective manner. To accomplish this objective, the engineer must develop the lowest cost approach that will adequately perform the desired function. It is this challenge to find a better way, along with the knowledge that in

conveniences to which we are

accustomed, and making the best

use of our resources will be

solved by engineers. Concerned

groups and the government can

serve to help provide the proper

climate for these things to be

which engineering has responded

have been imposed more by

peoples' wants than by their

needs. I believe we are facing a

stricter discipline to more closely

identify with needs and to place

emphasis where benefits will be

"The pressures in the past to

brought about.

the greatest."

so doing someone's life is made a little easier, that makes engineering satisfying to me.

'In the area of energy shortages and environmental problems, engineers are in a better position than any other segment of our society to advance reasonable and logical solutions. On a day-to-day basis we can do such things as design our products for the most effective utilization of material, we can apply them in a manner that will minimize energy consumption, and we can strive to manufacture them with methods that minimize energy usage and pollution."



BOB SIEBER

## Engineering affects people; new efforts tied to needs, not 'wants'

DON WOOD Specialty Transformer 21 years service

"I view engineering as the practical and economical application of the sciences to meet the wants and needs of the people. Since hardly anything a person may do is unaffected by engineering, I believe engineering influences people and what they are more than any other profession. Perhaps it is this, more than any other thing, that gives me satisfaction in being a part of the profession.

"It is this basic role of engineering that makes it the principal in solving many of the problems which the nation faces. Problems relating to energy availability and consumption, protecting the environment while still providing the comforts and



DARRAL PATTON

"One of the most satisfying aspects of engineering is taking an 'idea' through to a completed project.

"Many engineers and scientists are working on energy and environmental problems today. As new developments come from research, many engineers will be required to put the developments into practical use. The problems in controlling environmental effluents and finding new sources of energy are complicated, but they can be solved."

## What personal satis What future role do environmental, and

## Profession fulfills 'itch' to know; 'compromise' lets engineers help

ROBERT T. McGREGOR Technical Resources 9 years service

"My satisfaction in my profession lies in two areas. First, like most engineers, I simply have an itch or need to know the how or why of natural phenomena. Engineering gives me some of the knowledge to put some order and predictability into what otherwise may seem to be a rather fickle universe. I simply enjoy the 'knowing.'

"Second, unlike some pure abstract sciences, engineering allows me an opportunity to incorporate that knowledge into better, more salable products. This gives me the satisfaction of contributing to the business world and the community at large. I think engineering is a good blend of the scientific and humanistic communities.

"Engineering is second only to politics in helping to solve some of our nation's problems. Engineers, being members of the society at large, can only do what that society decides or compromises on. Technically, engineering will have solutions. Technology has often risen to the

cause when compromise was not an issue - polio vaccine, space exploration, open heart surgery.

"However, for the problems facing the nation, compromise is necessary; politics must play the dominant role, though I must emphasize that politicians cannot legislate laws of nature. Though politicians have a more direct bearing on world and national problems and solutions, they should learn to use engineering sort of as a handbook to help them. Without engineering they can legislate all they want, but nature won't hear them."



## Re-examine luxuries, necessities; waste items must be controlled

JOHN C. WILLSEY General Purpose Motor Broadway 33 years service

"Achieving personal job satisfaction in engineering is no different than in any other kind of work. It comes from being able to do things you feel are worthwhile.

"Engineers will continue to play a major role in developing and using the advances that the nation needs to solve certain technical problems. However, the things needed to solve most of the nation's problems will have to come from each individual American

"We each have to take a stand on issues of right and wrong. We each have to stop expecting the other fellow to do the job for us or at least pay for it. Particularly we each have to re-look at the difference between luxuries and necessities.

"If we are to continue to afford necessities we will have to

identify and control the luxuries. We certainly cannot afford, either on or off the job, to waste anything. Each of us must take a hard look at our own conduct and be responsible for how we personally waste, use or conserve our national resources. These include time and people as well as material."



Vol. 57

...ahout the people who help make the world's most dependable compenents

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

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Dan C. Crabtree **Communications Manager** Dick Knoph, Editor Rex Mericle, Chief Photographer



## on do you get from being an engineer? see for engineers in solving energy, er problems facing this nation?



ELDON CUNNINGHAM

## A better world being built from orderly thinking of engineering

ELDON R. CUNNINGHAM General Purpose Motor Taylor Street 32 years service

"Being an engineer can help one to understand the many machines and appliances encountered in our daily activities.

"As a design engineer I have opportunities to change the configurations, proportions and sizes of motors and their parts to make them do more, last longer and be more 'affordable' than older designs. Satisfaction comes from this sense of accomplishment and in knowing that people are helped by the results of my effort.

"Engineering methods help one to analyze problems and devise better solutions. This training and experience can help one to contribute to others in many aspects of living and counteract the harsh voices of confusion with the harmony of more orderly thinking. Engineering is building a better

"An even greater application of engineering methods of analysis and design will be needed in the future to provide better solutions to these problems than those currently available. This will be true because a greater effort and ingenuity will be required to obtain a given amount of improvement from processes that have been refined over the years.

'New methods and sources will need exploration and the socialeconomic aspects will be combined with the technical considerations so that engineers will not only have to solve more complex problems but obtain solutions that optimize the technical and economic performances at the same time. The challenges are here on the earth and their solution can be more satisfying than bringing rocks from the Moon. Engineers will need to contribute leadership as well as technical talents to fulfill their opportunities to prepare the world for its eschatological future."

## Helping to solve customer problems, monitoring changes in customer needs provide satisfaction

RICHARD D. BEARD Components Sales

"Product service work provides great personal satisfaction because of involvement with customers. In most cases, a problem occurs on an OEM (original equipment manufacturer) production line or at a user customer installation which



DICK BEARD

## Technical skills aid society with main ingredient of the good life

Hermetic Motor 24 vears service

"The future of this nation and the leading industrial nations of the world is in their technical know-how. The people of our nation and of the world are looking to the engineering profession to solve the pressing problems of today's society.

"Since the Industrial Revolution, engineers and technically trained persons have been responsible for our so-called 'good life.' If we are to meet the challenge of energy and environment, it will be through the effort of this group of persons. Many of these areas cannot be legislated but must be developed through research and development activities. The main ingredient in these programs is competent engineering per-



JIM WIEGMAN

complaint and corrective action arrangements must be completed quickly. In this way a critical problem can be resolved with minimum inconvenience to the customer. Although it is very challenging to work with a customer who has a major problem, there is real personal satisfaction in helping solve the problem and provide the customer with the type of service which keeps him sold on General Electric products.

"Working with GE franchised electric motor Servicenters is also very challenging and satisfying. It is necessary to a better tomorrow."

requires immediate action. furnish high quality, versatile Diagnosis of the customer replacement motors to these Servicenters which enable them to provide prompt service on the many thousands of small motors in the field. By constantly monitoring the changing needs of these Servicenters, we are able to help the product departments to design motors which offer maximum adaptability to many applications, thus keeping our total service capabilities ahead of competition.

"Engineering will play a key role in solving energy and environmental problems in the future. Technological advancements offer potential answers for

## 'New creations' satisfying; same roles, different challenges ahead

Specialty Motor Taylor Street 15 years service

"My personal satisfaction comes from finding ways to solve or to overcome problems. The degree of satisfaction, of course, is much greater when a problem is completely solved, especially by using a unique, modern technique that becomes a 'new creation.' There is also a great deal of satisfaction in just being a member of the engineering society that has been such an important part in raising our standard of living by solving technical problems in all walks of

"The role of the engineer of the future, I believe, will be much the same as in the past, only the nature of the problems will change. The challenges of designing bigger, faster automo-

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DECATUR or area to Bdwy. or T.S., 2nd. 592-7279.

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COFFEE table, glass top, Duncan

Phyfe, \$25. 484-5030.

BICYCLE, new, ladies, 24", 10-spd., cop. color. 743-1490.

BOY Scout plow, ex. cond. 489-5682.

SOFA BED, Early American, like new. 493-1288.

'67 FORD Galaxie 500, good cond. 432-

2414.
ANTIQUE porch posts (5), reasonable. 456-8170.
'63 DODGE wag., fair cond., aut., 8 cyl., \$150. 456-4392 aft. 4.
SHOES, 1 pr., ladies, green, new, sz., 11B, \$5.98. 484-6394.
'69 FORD van, \$1400. 665-5948 anytime

anytime.
BABY equip., Cosco jumpseat, \$5.
Oval tub, \$4. 747-5561.
DRUM set, complete, like new, cost
\$865, sell \$400. 357-5420 Garrett.
TV, GE, 18", B&W, \$35. 744-5305.
GARAGE doors (2), metal,
overhead, for 8x7 opening. 448-

SILVER gravy platter, vegetable, Wm. Rogers, \$40. 748.8791. PUPS, AKC Boxer, fawn, \$75. 749-1286 aft. 4. SOFA, 48", Duncan Phyfe. Mattress,

sprg. 448-3961.
TANK\$ (10) 275 gal. Chest of drwrs.
(2). 100 amp ser. box. 745-4365.
COAT, ladies. Electric pan. 456-2539.



DAVE FRUTH

biles, making mass produced items with little utility, and consuming large amounts of energy without much regard for the consequences have already been changed so that constraint on energy use is a much more important part of the problem."

ADDING machine, Remington, paper tape. 745-7625.

MOVIE camera, Kodak, 8 mm, mag. load, projector, L-bar. 745-4090.

'64 VW, as is, \$100. 426-9607.

'72 VW stick, gas heater, 25,000 mi., \$1650. 432-4159 aft. 6.

WOOD, dry ash, \$20-rank, pick-up; \$25-del., East end only. 485-3853.

'72 DUSTER, 3-spd., good cond. 749-0880.

STORM door & screen, 36", alum. 447-4224. SKI boots, Rieker, 6 XN, never been

SKI boots, Rieker, 6 XN, never been worn. 447-3064.

VACUUM cleaner, 5 yrs. old, Kenmore, canister, \$15. 485-8106.

'68 FORD, 4-dr., 6, stick, new tires, shocks, gas saver. 747-4745.

PUPS, reg. Doberman, 6 wks., good blood line, \$150. 495-7242 Fremont.

RATS, blk. & wht., hooded, 2 male & 2 female, \$1.50 ea. 744-3042.

DRESS, red, knit, sz. 16, like new, \$5. 743-7094.

DRYER, elec. Dresses, sz. 16; books, misc. items. 456-4618.

#### WANTED

**SHOTGUN** shell loader. 745-1730. **APT.**, 3 or 4-rm., unfurn. 456-2785 aft.

STORAGE cabinet, steel, kitchen, approx. 66"x15"x24". 749-8252 aft.

5.
TIRES (2), 14", to pass state inspection, 747-6004.
AQUARIUM, 50-75 gallon. 639-3752.
OLD radios & parts or TVs, need not work. 484-4251.
CITY directory, 1974 or older. 745-4308. FRAZER tiller. 432-2958 aft. 6.

Please Turn to Page 4

## Report income gained in '74, not '75 payout

"It's income from 1974's payout - not the recent 1975 distribution - that should be reported on the income tax return you're preparing now."

Those words are being repeated by benefits administrators across GE in response to employee questions. The administrators point out that many employees — because they remember the recent Jan. 6 'payout'' — are trying to obtain and use information on that distribution in the tax returns they're now preparing. "If you report the wrong figures, IRS examiners may see the discrepency between figures you report and those furnished by GE, and the problem of explaining your error can cause you significant inconvenience," benefits specialists advise.

#### **S&SP Participants**

For Savings & Security Program participants who received distribution in 1974, figures on the taxable income resulting from the "payout" should come from the tax information statement distributed in February of last

#### Stock Bonus Plan

For Stock Bonus Plan participants, figures on taxable income from the 1974 payout should be determined after considering these points:

• U.S. Savings Bonds received in the 1974 Stock Bonus Plan 'payout' are not reportable income. The bonds were bought with the employee's own payroll deductions, already taxed, and the receipt of the bonds had no tax consequence.

• But, if you cashed U.S. Bonds in 1974, there will be taxable interest to report.

• As for Stock Bonus Plan GE Stock shares received in 1974, the shares should be reported at market value as ordinary income. Use the average of the high and low prices of GE Stock on the date of receipt as the market value of the bonus shares.

### **Report These Values**

Using that basis, here is the market value of a GE share on the five business days in 1974 following the mailing to recipients' homes: Jan. 7, \$64.50; Jan. 8, \$63.00; Jan. 9, \$61.44; Jan. 10, \$60.63; and Jan. 11, \$60.81.

One portion of the Stock Bonus Plan income in 1974 — the income accumulated on bonus shares during the holding period — must be reported in tax returns. This was paid by check in 1974. It should be reported as ordinary income since the dividend exclusion provided under federal tax law does not apply to income accumulated during a holding period under the Stock Bonus

### Free Bingo planned

GE employees and their families are invited to the GE Club's free Bingo, Saturday, Feb. 22, at 8 p.m. Door prizes and groceries will be awarded during the evening's festivities.



Model 7-4300

### COMPACT FM/AM DIGITAL CLOCK RADIO

Value-priced! Fits conveniently on night table or dresser top. Page digital readout with large lighted numerals. Wake-to-Music or Wake-to-Alarm. 24-hour wake-up system, slide

\$3 REFUND!

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WITH PURCHASE OF GENERAL ELECTRIC STEREO MODULE! (Model 8-6550, 8-6650 or 8-6750)

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White sculptured cabinets, beautiful stereo sound — from records or FM/AM Radiol 3speed changer plays 7, 10 and 12" records. Dual vernier dial scales; volume tone and balance controls. Dia-



## More great refunds to come



## **Alley Chat Debbie Bowers**

The Wednesday Owl League reported Virg Hiatt rolled a 221, Wilson Lambert a 213, Terry Dorman a 208, and Cliff Uetrecht a 207. And just a word of praise to Wilson Lambert who picked up a super 4-6-7-10 split. His only comment heard was, "Bah. Humbug!

Masonic's Russ McMaken scored a 211, Clarence Biedenbweg a 203, and Bob Moorman a 202. Also Grover Scott picked up a tough 3-7-

George Cooper led the Small Motor League with his 243 game. Joe Kramer claimed a 624 series with games of 242, 195 and 187. Don Dame held a 230, Dean Crum a 221, Carl Turner 213, George Finkbeiner 211, and Harvey Reed a 210.

Paul Perry was high scorer of the Apparatus League with a 222, heading for a 602 series. A 219 was rolled by Larry Conrad, a 212 by Dave Myers, a 209 by Ansel Black, and a 203 by Gus Karnes.

Thursday Owl League reported Dale Sowards as its top bowler last week with his 224 and 209. Maurice Haines scored a 210, Duke West a 209, Ron Rubrake a 204, and Frank Schiffli a 202. Cody Falk of that league picked up that big 6-7-10 split also. (Just like the pros, Cody!)

Frank Dunfee rolled a 226 in the Friday 2-Man Doubles League, followed by Gene Edward's 212, S. Scherer's 206, and B. Carlisle's 200. Also in that league an ABC Triplicate patch was awarded to Ezra Wagers for his three great 169 games.

A 608 was rolled in the Friday Taylor St. League by Page Churchward with games of 232, 196 and 180. Lenghacher hit a 221, Cal Tonak a 214, Ken Bainbridge 210, Don Saylor a 204, Milt Marks 203, Red Dillon 202, and Don Stapleton 201.

In the Mixed Leagues last weekend, Frank Dunfee led the top scorers with his great 263 game for a 618 series. Harvey Johnson rolled a 236, Mike Hamman 220, Dennis Mounier 219, Bob Jacoby 215, Dave Myers 213, and Jim Nahrwold 208 and 203.

Nadine Werling was top scorer for the women with a 125. Betty Akers rolled a 209, and Elsie Oliver had a 199 for a 514 series (including that 4-7-10 pick-up). Pat Johnston and Cora Johnston held 187's, and 184's were scored by Ann Arnett and Jean Bailey.

# Scoreboard: double elimination basketball

playoff tournament got started on the right foot — at least for Winter St. No. 1 as they beat Dyno-mite in a thrilling come-frombehind battle, 60-54. Dy-no-mite opened up with a 14-4 lead early, but Winter St. came back to tie it 14-14. From then on it was a close see-saw battle, being tied nine times, and the lead changing hands 11 times. Winter St. took the lead to stay 47-46 and squeaked out the win. Rex Miller led the winners with 22, James llowell 17, and Bob Grady 16. Bob Warnsley led Dy-no-mite with 16, Carl Clancy and Curley Johnson

added 14 each. Decatur breezed by Wire Mill No. 1 by 67-46. Tim Irwin led Decatur with 18, Duane Braun 15, Charlie Walters 12, and Mike Busse 10. Bruce Miller led the Mill with 20, and Don Lambert had 16.

Well, the double elimination Specialty Motor No. 1 by 64-49. Ron Martin led the winners with 18, Mike Stevenson 14, Jack Woodruff 12, and Kirk VanRyan 10. Don Krouse led the losers with 16, and Larry Spreen 12.

GPM beat the Leaky Hutch 70-53 after being behind most of the first three periods. Royce Bradbury led GPM with 23, John Turner 16, and Mike Bird 10. Bill Boyd led the Hutch with 13, Steve Heckman and Mike Windell each

Wire Mill No. 3 beat Winter St. No. 1 by 67-53. Ed Brooks led the Mill with 14, Tom Scott, and Johnnie Leshore got 12 apiece and Willie Underwood got 10. C.L. Turner led the losers with 19, and Ed Pliett had 10.

Winter St. No. 2 won a squeaker over Decatur with a last-second shot by Mel Brooks at the buzzer, 64-62. Dick Baughman led Winter St. with 24, Mel Brooks 14, and Wire Mill No. 2 stopped Bob Gerber 12. Duane Braun led

Decatur with 21, Charlie Walters and Tim Irwin added 14 apiece.

Specialty Motor No. 2 trounced Wire Mill No. 2 by 84-60. James Moore led Specialty Motor with 20, Ron Stewart got 16, Lester Woods 15, Rick Wells 12, and Sparky Wallace 10. Larry Sordelet paced the Mill with 17, Ron Martin 12, and Jack Woodruff got

Wire Mill No. 1 bombed Specialty Motor No. 1 by 56-43. Wire Mill led 34-9 at the half, and held on to win handily. Rick Stollar led the winners with 21, and Bruce Miller 16. Don Krouse led the losers with 15, Bernie Ebetino and Larry Spreen each

GPM beat Wire Mill No. 3 by 68-59. Wire Mill trailed the whole game but had a fourth quarter rally to come within five points with one minute to go. But undefeated GPM, determined to keep their winning string alive, held on to win. Royce Bradbury led GPM with 23, John Turner 20. and Mike Bird 10. Ed Brooks led

playoff tourney underway the losers with 16, Willie Un- Jack Woodruff 10. Tom Wiegel derwood 13, and Tom Scott 12.

Specialty Motor No. 2 edged past Winter St. No. 2 by 78-77. The game was tied seven times and the lead changed hands 11 times. The last quarter, Winter St. outscored Specialty Motor 25-18, but Winter St. committed 10 personal fouls in that period, and that proved to be the winning factor as Specialty Motor connected on 12 out of 16 free throws in the final period — the final one coming with three seconds to go — to win the game. Rick Wells led the winners with 22, Lester Woods 19, Ron Stewart 16, and James Moore 11. Bob Gerber paced the losers with 27, Dick Baughman 20, and Ron Graft 15.

Wire Mill No. 2 beat Decatur in their second two-point loss of the tournament 61-59. The game was tied nine times and the lead changed hands 17 times. Wire Mill hit a shot with three seconds to go, after the game had been tied for the final two minutes of play. Ron Martin paced Wire Mill with 16, Mike Stevenson 15, and

led Decatur with 29; Ron Borne had 16.

The Leaky Hutch breezed by Winter St. No. 1 by 65-52. Trence McGee paced the Hutch with 30 points, and Bill Boyd 16. C.L. Turner led Winter St. with 14, Bob Grady and Don Feasel each got 12, and Rex Miller 10.

Scoreboard by Steve Heckman.

### In Memory

CLAUDIA TRUMBOWER, St. Petersburg, Fla., died June 11, 1974. She retired in 1950 from the Specialty Transformer Business Dept.

OTTOGESSNER, 1239 W. Main St., Fort Wayne, died Jan. 15. He retired in 1956 from the Taylor Street power plant.

VICTOR M. GROTHOUSE, 3526 East Maple Grove Ave., Fort Wayne, died Jan. 21. He retired in 1973 from GPM's Winter Street plant.

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Continued from Page 3

ENFIELD 303 rifle, Mark 3, 4, 5, military, 749-0298.
BABYSIT, 1 blk, Luth. Hosp., days, hot meal, fn. yard. 745-2764.
VIOLIN, regular size, student. 747-5874.

SS guitarist for R&R band. 745-5233.

FOR RENT

5 ROOMS & bath, gas hot water heat, 1442 Swinney. 426-0172. APT., near GE, laun. fact., basmt., carpet, adults, no pets. 432-3445.

FREE

HAIR dryer, kitchen mixer, steam iron, need repair. 748-1423. PUPPY, mother is poodle. 427-0483.

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## Engineering Day gives students 'an eye-opener'

As National Engineers Week Electric here Monday. The of GPM and SMPD at Taylor omes to a close, at least 11 incividuals in Fort Wayne can look tack on an experience that rovided a realistic look into the hallenges, expectations and ide diversity of the engineering

Nine students and two inructors from Snider High chool were the guests of General

Specialty Motor Products Dept. at Taylor Street and Broadway, the General Purpose Motor Dept at Taylor Street, and the Technical Resources Operation were host to the visitors during their tour of the department operations and visits with several GE engineers.

Beginning their day with tours

Street, the students — several of whom plan to enter the engineering profession and have already received acceptances saw first-hand what goes into the manufacture of component assembly. In almost every phase of their tour, they were able to relate the engineering technologies to the processes and



production has engineering know-how behind it, explains SMPD's Maurie Snyder, left, as Snider High instructor Dennis McClurg and students look over stators for

STRANGE VIBRATIONS. The sound of absolute silence in the TRO Advanced Research & Development Laboratory's anechoic (non-echo) chamber had a startling effect on Snider High School students.



February 21, 1975

usiness 'in a growth pattern'

## Demand for 'tailor-made' components should boost GPM international sales

verseas markets are basic- business in foreign countries is y in the same economic shape their counterparts in the ited States, as world-wide cession continues to strangle actically every segment of lustrial and consumer buying wer. Although the slow-down in es may remain a frustrating ere is a bright spot on the rketing horizon, however.

according to Walt Riedinger, ernational sales manager for General Purpose Motor pt., General Electric motor

"in a growth pattern." The current low sales base and relatively small participation in international markets mean there's only one direction sales curves can go — and that's up!
Positive Forecast

"We look to increased business y of life for a period of time, on the international scene," Riedinger says. "Many foreign manufacturers are considering buying rather than producing motors for their products." As these companies become in-

the manufacture of their endproducts, they find it difficult to keep pace with the technology needed for their products' components, he explains.

"The Appliance Components Business Division is dedicated to making motors for these OEM (original equipment manufacturer) customers," Riedinger continues. "This technological strength, added to the fact that there's more and more international sales activity on the part of dedicated component suppliers like GE, results in foreign manufacturers taking second looks at make-buy decisions for their motors."

Aggressive Efforts

General Electric is probably the most aggressive and wellrecognized company competing for international business, Riedinger says, and notes that General Purpose Motor alone sells its products in about 40 countries outside the U.S. The customers which account for some of GPM's larger orders and continued sales potential are located in Puerto Rico, Colombia, Venezuela, Belgium, France, Germany, Italy, the Netherlands, Switzerland, the United Kingdom and Japan, and the department continues to lay plans daily to increase its market share.

"Overall, there's much less market saturation in Europe and other foreign countries than exists in the United States," the GPM international sales manager says, "and so our opportunities are great. Specifically, we're strongest in those markets where it's desirable for a manufacturer to have a com-

Continued on Page 2

"I think many of our students got their eyes opened during the day's activities," says Snider High School guidance counselor Dennis McClurg, "They were able to see different aspects of the engineering profession, from the design and research behind a product to the marketing and sales engineering approaches used to get it to the customer.

"One thing I'm sure they were particularly interested in was their exposure to the problemsolving techniques used by General Electric engineers," he added. "I definitely think

products they observed on the Engineering Day was worthwhile factory floors for all those who attended."

During the second half of the day, students divided into three groups and had the opportunity to actually watch GPM, SMPD and TRO engineers at work. Those students who asked questions go answers; those who came experience an industrial en vironment got what they came for; and those who are seriously considering an engineering career hopefully left General Electric's Fort Wayne plants with an expanded base for their thinking and more ammunition to build and accomplish their future employment goals.



AN EYE-OPENING EXPERIENCE. Students who visited GE herduring Engineering Day were unaware of the diversity of the engineering profession, according to guidance counselor Dennis McClurg. One employee in a good position to discuss the topic was Dick Zauner, presider of the Fort Wayne Association of GE Engineers. From left are Ed O'Hora, manpower development manager here; math instructor Jerr Miller, Zauner, McClurg, and two Snider High students.



AT GENERAL PURPOSE MOTOR, Carl Walker, manager of manufacturing engineering, kept a group of Snider High students interested by explaining what goes into the assembly of a GPM product



AT SPECIALTY MOTOR, Berdell Smith showed visitors to his Taylor Street plant operation some of the quality characteristics built into one of



SHARING SOME DETAILS of rotor assembly at GPM Taylor Street, Dave Berges, left, and Bill Slyby explain a production stage of motor assembly to students and instructor Jerry Miller.



PTIMISTIC ABOUT FUTURE. Walt Riedinger, business equipment and international sales manager for GPM, sees motor business in foreign ountries "in a growth pattern." The current low sales base and elatively small participation in international markets, combined with beneral Electric's technological strengths and adaptability to customer equipments, provide a positive forecast for overseas business. equirements, provide a positive forecast for overseas business.



**NOW THAT'S TEAMWORK!** More than 40 nonexempt employees in GPM offices at Taylor Street responded to a challenge to reduce machine copy costs by 25 percent within a three-month period. They worked on it, and when the results were in, they had cut costs by a whopping 35 percent — an annualized savings of \$10,557! Each was presented a General Electric AM-FM digital clock radio for her effort.

## \$10,000-plus saved in copier costs from effort of 40 GPM nonexempts

The combined efforts of more than 40 nonexempt employees in the General Purpose Motor Dept.'s Taylor Street plant resulted in an annualized savings of \$10,577 from reduced machine copy costs.

In a letter sent last Fall to these employees, GPM support operation manager Ron Roth challenged them to significantly cut back the amount of machine copies being made in employee relations, administrative, engineering, marketing, purchasing, data processing, finance, manufacturing engineering and stationery offices.

Compared with the base period of November through January a year ago, the nonexempt employees responded to the challenge by saving 89,161 copies!

"We asked for a reduction of 25 percent," GPM general manager Jim Warren told the cost-cutters in a presentation award ceremony earlier this month, "but you gave us 35 percent. That's fantastic!

"Many of you are typing more tissue copies now or have found other ways to reduce machine copies," he added. "I know it hasn't been easy, but it shows what can be done."

The GPM employees here recognized for the department cost-saving were: Berneil Amstutz, Sandy Barrett, Jan Buckmaster, Eloise Buhl, Marvelene Butts, Betty Campbell, Kathryn Christen, Sylvia DePew, Dorothy Faulkner, Lois Fennig, Eileen Fitch, Fern Fry, Dora Holycross, Connie Houser, Verna Kolkman, Mary Lung, cost reduction effort.

Elaine Norr, Cheryl Oatts, Luana Oehlhaffen, Phyllis Penrose, Agnes Pfeiffer, Pearle Reno, Paulette Robinson, Alberta Roth, Bergman, Rose Billue, Edith Eileen Salmon, Mary Saxton, Blaising, Betty Brown, Virginia Jacki Schieferstein, Sharon Sebastian, Margaret Slack, Ingrid Swanson, Faye Swihart, Betty Thompson, Wanda Tyler, Millie Vermillion, Betty Walti and Carol Winebrenner. Each received a General Electric AM-Janice Isaacs, Alice Jenkins, FM digital clock radio for her



THAT'S FANTASTIC!" was the way GPM general manager Warren described the efforts of the nonexempt cost cutters at Taylor Street. Thanking them for their accomplishments in reducing machine copy costs, he said, "I know it hasn't been easy, but it shows what can be done." Warren also pitched in to help distribute the General Electric AM-FM digital clock radios during a presentation ceremony held in the employees' honor. From left are Faye Swihart, Jim Warren, Betty Thompson and Eloise Buhl.

## International sales forecast optimistic for GPM products in foreign markets

Continued from Page 1 ponent tailored to his product. desirable for a manufacturer to have a component tailored to his

"If a customer wants a standard, off-the-shelf item, he can buy one from almost any supplier," Riedinger continues. "But our strong point is in the design of special models from our standard building blocks, which enables us to make motors with special lead lengths and special electrical characteristics to fit particular applications." As environmental, energy and cost considerations direct product designs, Riedinger indicates that the demand for "tailor-made" components will continue to increase.

### **Practical Use**

As an example, he cites the anticipated growth of electric vehicles. General Purpose Motor currently manufactures a motor being used to power electric recreational vehicles such as golf Riedinger, the applications for

this type of transportation are far-reaching.

"One of the things they're looking at in Amsterdam right now is a 'rent-your-own-electriccab' approach," he notes. "A driver picks up his electric vehicle at some station, drives it to a station near his destination, and pays for its use with a special credit card. I think electric vehicle sales will eventually blossom, and might catch on quickly in European countries especially since drivers there are already used to small cars."

**Bright Future** 

In many ways, the standard of living in foreign countries is far behind that of the United States. In catching up, the demand for products and GPM motors should increase.

In other ways, the future could bring new developments — such as the "electric cab" — to foreign countries before the United States follows suit. With these carts, but according to developments could come further demand for GPM motors.

Either way, the opportunities for international sales growth are there, and the outlook is providing a bright ray of future optimism for the General Purpose Motor Dept.

### **Campers meet**

At its recent February meeting, the GE Camping Club appointed several members to head its campground selection and recreation committees.

The first camp-out of the year has been set for the second weekend in April. The camping location will be announced later.

Employees interested in joining the club can do so by contacting Mrs. Robert Norris, Bldg. 19-B (home address: 1506 Pacific Dr., Fort Wayne, 46819). Club membership is \$2 per year for a family. New members are asked to include their name, home address, GE shift and work address with their dues when writing to Mrs. Norris.

## Pioneer GE researcher, pensioner, age 101, dies

retired General Electric vice president and director of research, and one of the company's oldest pensioners, died Feb. 3 at his home in Schenectady N.Y., after a short illness. He was 101 years old.

The world-famous scientist, who retired from GE at the end of 1944, made major contributions to lighting and X-ray technology and had been awarded 83 patents for his pioneering work.

Early in his career, Dr. Coolidge played a major role in the development of the modern incandescent electric lamp. In 1910, GE announced his invention of ductile tungsten, the filament material still at the heart of the billions of incandescent electric lamps sold throughout the world each year.

The GE scientist's name also is inseparably linked with the X-ray tube he invented. His "Coolidge tube," unveiled in 1913, completely revolutionized the generation of X-rays, and remains to this day the model upon which all X-ray tubes for medical applications are patterned.

"Dr. Coolidge's contributions to lighting and X-ray technology have affected the lives and wellbeing of millions of people," Dr. Arthur M. Bueche, GE vice president for research and development said. "The precise and powerful X-ray equipment that Dr. Coolidge developed has reduced suffering and saved uncounted lives around the world. The efficient, low-cost artificial lighting that he helped to produce has increased the comfort and beauty of our homes, the safety of our streets and highways, and the productivity of our factories.

"In addition to his remarkable inventions, Dr. Coolidge was one of the pioneers who — in the early years of the twentieth century helped to establish the pattern for performing scientific research in industry," Dr. Bueche noted.

GE board chairman Reginald H. Jones pointed out, "Dr. Coolidge's long life was a triumph of the human spirit in

door each Thursday for 50 cents.

search of ways to help human society. No scientist in history has ever done more to bring light and better health to mankind.

In 1905, Dr. Coolodge joined the staff of the GE Research Laboratory in Schenectady, N.Y Established in 1900, the laboratory was the nation's first industrial research facility devoted to basic research. Dr Coolidge became assistant director in 1928, and director in 1932. He was appointed vice president and director o research for GE in 1940.

### In Memory

MILO J. HELLER, R.R. 1 Roanoke, Ind., died Jan. 27. He retired in 1961 from the Genera Purpose Motor Dept.

NED E. TROUT, 617 E Ellsworth St., Columbia City Ind., died Jan. 29. He retired is 1960 from Specialty Transformer ABBE E. HARTMAN, 426 W

Wildwood Ave., Fort Wayne, die Jan. 31. She retired in 1969 from Taylor Street section 14. GLENNA E. HYATT, 222

Poinsette Dr., Fort Wayne, die Feb. 2. She retired in 1949 from the Taylor Street plant.

RAYMOND M. O'NEILL, 231 Dodge Ave., Fort Wayne, die Feb. 2. He retired in 1973 fror GPM's Winter Street plant. PAUL W. GEIGER, 405

Hessen Cassel Rd., Fort Wayne died Feb. 5. He retired in 196 from the Specialty Moto Products Dept.

JAMES T. KELLER, 941 Indianapolis Rd., Fort Wayne died Feb. 5. He retired in 197 from the Specialty Transforme Business Dept.

ERICH J. GAWEHN, 102 Home Ave., Fort Wayne, die Feb.6. He retired in 1959 from Bldg. 19-3 at Broadway.

BURVILLES L. SHULER, 24 Priscilla Lane, Fort Wayne, die Feb. 8. He retired in 1970 from Specialty Motor at Broadway.

IVA M. STEPHAN, 2136 Oakle St., Fort Wayne, died Feb. 7. Sl retired in 1950 from the Hermet Motor Operation.







### JA, GE team up for business

ACHIEVERS COME ON STRONG! little more merchandise than usual to choose from last weekend as area high school students set up product displays of their JA company efforts in the mall. Two of the companies, "Youth For You" and "KEPOD," are sponsored by General Electric here, and get counsel and business advice from employees interested in sharing their knowledge of the free en-terprise system. AT LEFT: General Purpose Motor Dept. quality control manager George Ridge, who has

been serving as coordinating advisor of "Youth For You," displays "Match Facts," decorative wooden match containers at the JA Trade Fair booth. He's flanked by JA company officers Dave Shaw, left, Kevin Wheeler, and Paul Frenkewich, right, as a customer looks over the product. AT RIGHT: "KEPOD" salesperson Tammi Houser works to make a sale at the Trade Fair. Selling puzzles, games and wall plaques, this Junior Achievement company realized nearly \$65 insales during the three-day event at Glenbrook. Eight General Electric people here serve as advisors to JA.

### High public interest

### **Understanding electricity** promoted through GE ad

in this past December's Reader's Digest won more readers than any other advertisement in the global magazine since 1967. Why? The subject of the GE ad was electric power, and in these times, that's of interest to everyone.

In response to the ad, which featured answers to 40 of the most commonly asked questions about electricity, more than 110 electric utilities have asked for more than five million copies to distribute to the public. They hope to clarify misunderstandings about electric power, how it's produced, and the

General Electric's 12-page ad problems still to be solved before new ways to produce it can be put to general and efficient use.

> Appearing for the first time in today's GE News, a new column - "Accent on Energy" - will provide readers with facts, numbers, comments and tips on energy consumption and conservation. Some of the questions and answers about electricity and the engineering technology behind it from the Readers Digest ad will be included in the new column. Watch for them!

### Accent

### Curbing consumption

An energy savings of \$27 million was realized throughout General Electric in 1974. Company-wide, energy conservation produced annual savings of 33 million gallons of oil, 72 thousand tons of coal, four billion cubic feet of natural gas and 70 million pounds of purchased steam.

### Fuel in many forms

What fuels can be used to make electricity?

Any energy source. Today, about 45 percent of our electricity is produced by burning coal. But anything that can spin a turbine can be used to make electricity. We can burn oil or gas to boil water to make steam to turn the turbine. We can use the heat from nuclear reaction to make steam. We can use the natural steam locked inside the earth. Almost any fuel. Or we can use the pressure of falling water to turn the turbine.

Why can't all the electricity be made from waterfalls and dams? There simply aren't enough large waterfalls or dam sites in the country. Water power is used to produce only about 15 percent of our electricity. This is unfortunate, because it's one of the most efficient ways to make electricity. (The above questions and answers reprinted from GE ad in the December 1974 Readers Digest.)

### Gas gallon guzzlers

Slow down and save gas! Driving a car 50 mph uses 11 percent less fuel than driving at

Avoid idling — it wastes half a gallon of gasoline in one hour.

### Let the sun shine in!

Last year Congress put the nation on 10 straight months of daylight time to conserve energy and save fuel during the country's energy shortage. Apparently, it worked! The Senate Commerce Committee reported the experiment resulted in about 100,000 barrels of oil per day being saved during the first four months of 1974.

### Another dozen making plans for leisure, travel, fun

GRACE L. OBER retired Jan. 1 from the General Purpose Motor Dept. at Broadway. Having joined GE at Specialty Transfomer in 1935, she says she plans to take "a relaxing trip" to Florida and then do as she pleases during retirement.

GEORGE L. SCHWARTZ retired Jan. 1 from General Purpose Motor's Winter Street plant. Beginning his General Electric career in 1941, the retirement years ahead will find him splitting his time between sunny Florida and Pretty Lake.

PAUL F. BENDER retired from the Hermetic Motor Operation Jan. 1 after wrapping up GE service that began in 1927. He plans to make the most of his retirement years by doing some traveling and plenty of fishing at Big Long Lake.

WILLIAM A. HATTENDORF chose optional retirement Jan. 1 from his job as materials manager for the Technical Resources Operation at Taylor Street. Working for GE since 1935, he says he plans now to catch up on his hobbies.

HOWARD W. FANSLER retired from the General Purpose Motor Dept. at Taylor Street Jan. 1 after nearly 35 years with General Electric. Now that he's away from his lathe in section 14, he says he plans to enjoy himself and do some fishing.

ROYCE SCHWARZWALDER retired from the Broadway plant of General Purpose Motor Jan. 1. Working in GE plants since 1941, retirement will mean a chance to travel, and he plans to "take a Florida vacation to start things."

CARL B. REDDING retired from the General Purpose Motor Dept. on Feb. 1 after closing a GE career that stretches back to 1940. Plans for retirement years include some traveling, but mostly "taking each day as it comes."

EVELYN PUTMAN retired Feb. 1 from the General Purpose Motor Dept. at Taylor Street. Having joined the company in 1966, she's saving her farewells not only to GE, but to Fort Wayne as well. She'll be moving to Florida on Monday.

ANGELO "JOE" TRENTADUE retired Feb. 1 from the purchasing unit of the Appliance Components Business Division, Beginning his GE career in 1929, he's optimistic about retirement and plans to "thoroughly enjoy each day" in the years ahead.

MILDRED E. GRONAU retired Feb. 1 from General Purpose Motor's Broadway plant. She joined GE in 1935 at Specialty Transformer, and is making plans now to "take life easy," and do some traveling when the mood strikes her.

CORINE M. WHITRIDGE retired from Specialty Motor at Taylor Street Feb. 1. Joining the company in 1954, she's looking forward to the retirement years ahead to get away from the cold and "try a warmer climate for a while."

CLARENCE L. RANEY retired Feb. 1 from the Specialty Transformer Business Dept. as production control specialist. joined the company in 1937, and is looking forward to relaxing and playing golf during retirement.



### Alley Chat **Debbie Bowers**

Cliff Uetrecht led the Wednesday Owl scorers with his 225, followed by Phil Mooney's 217, Lonnie Padgett's 215, Ralph Hill's 213, Charles Best's 212, and the 207's of D. Shafer and D. Vires.

A 226, rolled by Henry Helberg, topped the list of scorers for the Small Motor League. Gene Holdgreve held a 222, Bob Wakeland a 220, Dean Crum a 212, Harold Somers a 204, Dave Knepple a 202, George Finkbeiner and Paul Motter 201 each, and Barry Belschner 200.

Seventeen top scores were registered on the Monday Nite Office League, with Henry Helberg rolling a 235, Jim Ervin a 230 and 203, Don Hitzeman a 224, Dick Wells 221, Bill Hattendorf 219, Bill Kumfer 214, Jim Riegers 213, Woody Shure 212, Walt Hein 206, Milt Marks 205, Gerry Dill and Ken Bainbridge 203's, and 202's by John Hunnicutt, Ed Hagadorn, Bob Younghaus and Bob Knepple.

Mildred Franke was high scorer for the women this week with a marvelous 225 game. Jean Bailey had a 181, and Pat Johnston a 507

A 227 was scored by Merv Lowden of the Apparatus League. Don Greenler and Dave Myers both rolled 206's, Charlie Shipman 204, and C. Koepke and R. Shulke 202's.

Gene Edwards hit a big 618 series including his 227 and 211 games in the Thursday Owl League.

The Masonic League reported Jim Sircey rolling a 215, Jim Baulkey a 212 and Larry Grenert 201. S. Sherer scored a 226 in the Friday 2-Man Doubles League, and Mike Conrad of the Hermetic League rolled a 210.

### Two Trap & Skeet teams tied

"With just seven weeks left in our winter season, the competition is getting tougher," reports Darrell Buuck for the GE Trap & Skeet League.

The teams of C. Nix, T. Clymer and G. Krotke are tied for first place, with the teams of W. Neirman, J. Rupert and T. Schmitt following closely behind. Shooting in the league just one year, the Decatur team, captained by J. Heller, is now holding third place. Position night will eliminate these ties, according to Buuck.

To date, no straights have been reported, although M. Davis and W. Neirman have come close, each blasting 24 in trap.

Plans are now being made for the Trap & Skeet League awards banquet in April.



Fansler

Trentadue

Scwhartz













No. 8

Hattendorf

Vol. 57



sheet the seesle whe belo make the world's most dependable compenents

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

### **NEWS NOTES**

### Franklin has fourth record year in a row

Franklin Electric Company, a local competitor of GE departments here, has reported record earnings of \$4.6 million during 1974, a 13 percent increase over its 1973 record of \$4.1 million.

Conrad J. Balentine, president and chief executive officer of the Bluffton-based firm, said 1974 was the company's fourth consecutive year of record earnings, and reported that the fourth quarter was adversely affected by slumping housing construction and a two-week strike at one of Franklin's Arkansas facilities.

### Area Services suggesters can win prizes

Area Services here has launched a Suggestion Bonus Program for its employees in 1975. Twenty prizes will be presented during the year over and above regular suggestion awards to the men and women whose names are drawn at the end of semi-annual award periods. Each adopted suggestion makes a person eligible to par-

### Tax-time headache? Maybe IRS can help

Taxpayers filing Form 1040 with an adjusted gross income of \$20,000 or less, who take the standard deduction, can have the IRS compute their tax, according to James W. Caldwell, IRS district director for Indiana. This service will be performed for taxpayers whose income is solely from wages, salary and tips, dividends, interest, pensions and annuities, he said. Those persons choosing to file the short Form 1040A can have the IRS compute the tax regardless of the amount of adjusted gross income.

To take advantage of this service, taxpayers need only complete certain portions of their tax returns, attach W-2 forms, sign the returns, and mail them to the address indicated in the instruction booklet by April 15.

### Clocks here unaffected by Sunday switch

Eighty Indiana counties, including Allen, remain on Eastern Standard Time as 12 counties in the Central Time Zone will move their clocks ahead one hour in observance of daylight time this weekend. The official change is at 2 a.m. on Sunday, Feb. 23, when the nation ends four months on standard time.

### Safety concern has SMPD people thinking

Safety awareness can bring prizes for employees in the Specialty Motor Products Dept. this year. As the department's newsletter prints a new "safety slogan" at the start of each month, employees are asked to keep it in mind — someone will be asking questions later.

A random canvassing of SMPD people is conducted during the month to test employees' memories. If a person remembers the slogan, he's rewarded with a handsome pocket-sized first aid kit inscribed, "May All Your Scratches Be Little Ones." Ten prizes are presented each month to those who know the safety message.

In addition to the slogan contest, safety is being highlighted in SMPD's Suggestion Plan activities in 1975. For each adopted safety idea, a suggester receives a silver pen with the green cross safety symbol as a reminder that safety-consciousness pays.



### RIDE WANTED

LADY, Waynedale area to Bdwy., 3:30 - 12, 747-6522.

### **RIDERS WANTED**

DECATUR or area to Bdwy. or T.S., 2nd. 592-7279.

### FOR SALE

TIRES (4) H78-15, used 14,000 mi., \$30. 749-8172. ANTIQUE big quilt top, hichair, spooner & compote. 483-8685.

TIRES, 2-13" on Ford whls., 2-14" on Chev. whls. 747-6004.
'63 CAMPER, Avalon, sleeps 6, stool, ex. clean, \$795. 749-8074.
WOOD lathe, motor & tools, Craftsman, 36" bed. 749-5375.
'72 VEGA, all extras, only 20,000 mi.,

422-8952.

ALASKAN Malamute, 2 yrs., female, AKC, papers, H.B. 482-1470.

CARTOP boat carrier, 6 mo. old, pd. \$24, sell \$12. 433-7402.

CAP for pickup, 8'x6'x42'' high. 432-1827

1827.
REFINISHED oak tables, 1 rd., 1 sq., 1 rect. end table. 483-8874.
HARMONY banjo. '68 Yamaha, 100 cc, both good cond. 748-1776.
BASINETTE & baby clothes, infant seat. 447-5789.

JDWEISER canoe w-built-in coolers, 7 mo. old. 747-4354. BUDWEISER

### Your sports interests are of interest to GE

Yes! I'm interested in participating in the following sports sponsored by the GE Club:

Women's Softball \_

Men's Softball

Flag Football

Tennis League

Your response is important and will be used to help organize leagues this summer. All participants must be General Electric employees. Your signature isn't necessary.

CLIP AND SEND TO: GE Club, Bldg. 23



### Tools in use; cash in pocket

A LITTLE REWORK on the tools used on a bearing journal for stock shafts at General Purpose Motor's Winter Street plant meant a \$275 suggestion award for Mel Recht, left. When a redesign put a smaller unit on the shafts, the old tooling was put aside as unusable. The GPM suggester took another look and found that the "forgotten" tooling could be put back into use with a few minor adjustments. As supervisor Paul Billman reviews the suggestion, the smiles on the faces of both men indicate that the idea was a good one dicate that the idea was a good one.



### Less paper; more money

CUTTING COPIES in the Hermetic Motor Operation resulted in a way to cut costs and cut corners on time. Secretary Adelee Clifton earned a \$100 suggestion award for her idea to post more information on bulletin boards to reduce unnecessary paperwork and expenses incurred from copy machine use. With her suggestion award check, she received the congratulations of HMO manager Bill Carmody.

MAGS (2) Crager SS. 14x6, for Chevy, \$30. 432-4933.

TIRES (2) A78-13 Armstrong, mounted on Vega rims. 449-1663.

COOK WARE, Thermo-core, stls. stl., used 2 yrs., ex. cond. 639-3031.

'61 VW, chopped, good cond., \$350. 456-5685.

456-5685.

LAKE home, 3 br., furn., pontoon & boat, restricted area. 422-4561.

GAS space heater, 60,000 BTU, like new. 447-6903.

'64 DODGE V2 ton, 3-spd., w-cap, runs good, \$325. 639-3375.

END tables (2) matching, like new, \$29. 1 pr. drapes. 484-5353.

SUIT, char. gray, sz. 42, 3 ties, 1 belt. 456-5708.

GAS heater, \$150. Precast cement

456-5708.

GAS heater, \$150. Precast cement steps, \$55. 426-9607.

70 CHEVELLE SS, low mileage, must sell. 485-2995.

'65 PONT. Temp. wag., 326, PS, V-8, runs good, needs body wk., \$125. 456-8841.

456-8841.
ALUM. gutter, 16'; downspout, 10'.
435-6783.
'71 CAPRI, 4-spd., new radial tires,
vinyl top, \$1450. 724-4459 Decatur.
TWIN metal bed frame, mattress,
springs. 489-3218 aff 5.

springs. 489-3218 aft. 5.

CHAIR, w-gr. sl. cov. New Xmas tree, std., & lights. 432-2896.

TIRES, 2 GR-60 & 2 HR-60-15 radials, \$80 for all. 925-2978 Auburn.

'64 CHEVY van, V-8, needs some work, \$400 or offer. 238-4829 Spncryl

work, \$400 or offer. 238-4829 Spn-crvl.

SUIT, boy's, sz. 3, like new; twin size dust ruffle. 429-6513.

'68 CHARGER, good cond., except some rust, reas. 637-3494.

WOOD, dry ash, \$20-rank, pick-up; \$25-del., East end only. 485-3853.

TYPEWRITER, portable, used little, \$35 or offer. 493-2132.

'73 VEGA Estate wgn., all options, great mileage. 493-2925.

MATTRESS & box springs, twin, foam rubber, ex. cond., \$20. 484-4630.

### WANTED

TO trade Browning CB base for car CB. 456-7223.
BUY or trade old strange or foreign beer cans. 749-2391.
COT, 30", folding. 747-6859.

RECORD album books, 78 RPM, must be in good shape. 489-3412. BARN & pasture to rent for 6 horses. 432-9871. MACHINE tools of any type. 693-9273. VERT. shaft for 3½ h.p. Briggs-Stratton engine. 447-9761. COTTAGE to rent late June or early July, sleep 8. 485-4143. PRESSURE canner. 637-3279. FENCE for dog pen. 639-3695. OUTBOARD motor, 5 h.p., 747-5874. MOVIE projector, super 8. 747-3613. PIANO for senior citizens club band, reasonable. 483-1625.

### FOR RENT

BY GE, Swinney, appl., washer, dryer, basmt., gar. adults. 432-3445.

APT., Hanna St., 2 bdrm., nice, quiet, adults, deposit. 657-5653.

OR sale, '71 Oxford trlr., 2 bd., 2 bth., all appl. & more. 724-9565 Decatur.

GE TIE TACK, men's room. Area Serv., off., reward. Ext. 2401.



### Scoreboard

Wire Mill No. 1 defeated Dy-nomite 61-54 for a chance to advance in the tourney. Dy-no-mite led most of the first half, and led 30-29 at the break. In the second half the game was tied twice and the lead changed hands nine times until Wire Mill took the lead to stay 51-50. Rick Stollar led the Mill with 25 points, Bruce Miller 14, and Phil Miller 11. Carl Clancy, Curley Johnson and Calvin Howell each got 16 for Dy-

Wire Mill No. 2 beat the Leaky Hutch 58-53 after being behind most of the first three periods. Mike Stevenson paced Wire Mill No. 2 with 16 points; Ron Martin and Jack Woodruff each got 12. Trence McGee led the Hutch with 17; Steve Riedel and Mike Windell each added 10.

Wire Mill No. 3 overpowered Winter St. No. 2 by 74-68. Wire Mill led most of the way, but was tied at 62-62 with three minutes to go. The Mill regained the lead to win, advancing them to the final four. Tom Scott and Ed Brooks paced the winners with 22 each, and Johnnie Leshore had 12. Bob Gerber and Ron Graft led Winter St. with 18 each, Dick Baughman 15, and Mel Brooks 13.

Wire Mill No. 2 romped over Wire Mill No. 1 by 79-60 after being behind 23-13 at the end of the first quarter. Wire Mill No. 2 rallied and took the lead to stay 33-31. Mike Stevenson led the winners with 18, Ron Martin and Jack Woodruff had 15 apiece, Kirk Van Ryan 13, and Larry Sordelet 10. Phil Miller led the losers with 17, Don Lambert 13, and Bruce Miller 12.

Specialty Motor No. 2 whipped previously undefeated GPM 68-56, placing them in the final game of the tournament and making them the only team without a loss in the tourney. GPM led at the half 26-25. Specialty Motor then took the lead mid-way through the third period 34-33, and never lost the lead. James Moore paced the winners with 19, Chuck James 18, and Rick Wells 12. Jim Gooden led GPM with 23, and Royce Bradbury 11.

The four remaining teams are: Specialty Motor No. 2 (winner's bracket), GPM, Wire Mill No. 3, and Wire Mill No. 2.

| ☐ Wanted <b>*HULEIS</b> ☐ Riders Wanted ☐ For.Rent * GE NEWS BLDG. 18-3 ☐ Lost ☐ Free ALL ADS MUST BE PRINTED ☐ Found  |   |   |  |  |  |  |  |  |  |
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| Ads must be received only on this form by noon Monday for publication Friday. Submit only one per issue, using one letter or number per box on form; don't include spaces. Print phone number only on line indicated. Property advertised must be available without regard to race, creed, national origin or sex. |   |   |  |  |  |  |  |  |  |
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### It isn't all 'gloom and doom'

During this hard economic period when business conditions and household budgets just aren't what they used to be, bad news and the sinking feeling of "what next?" seem to be everywhere.

Things could be a lot better, of course. But as the GE News reports stories of "gloom and doom" from one week to the next, it comes to mind that there have to be some reasons for optimism

out there. Instead of concentrating only on what's wrong with the country and business community today, the News thought it might be a good idea to find out what's right about them.

One fact is undeniably optimistic. Everything runs on the power of people, and as long as that's the case, the strength and determination of the American people will set things straight and stand this nation back on its feet once again. Perhaps at a time when words like "slump, recession, depression and layoffs" are used daily by newspaper, television and radio reporters, American workers should reflect on the positive aspects of their jobs and their society.

To learn what GE people here see as reasons for optimism, the News asked randomly selected employees to comment by mail on the strengths GE has in coping with current challenges and what good things they see now and in the future. Their unedited replies appear on this page. More responses on reasons for optimism will be printed in the GE News during the next few weeks.



### Money-saving work being done to stay competitive; benefits help

February 28, 1975

FORT WAYNE

VIRGINIA DAGNE Lacing Machine Operator Hermetic Motor Operation

"I know things look bad for Hermetics. I think we can learn something from our problem. If nothing else but to learn we can get along without things we want instead of what we need.

"We should have more confidence in our government, company, and most of all ourselves.

"Now that business is down in our department the planners are working on new machinery to improve methods and reduce defects. They are working on several other money-saving operations to help keep us competitive in the market. If we all work together and do the best

we can, we will have a stronger company and produce a better product. We have several good programs going for us like insurance, suggestion plan, savings and pension, just to name a few.

"We in Hermetics wish our future would look a little brighter business-wise."



VIRGINIA DAGNE

### Meet challenge through cooperation, brotherhood; be proud of good products, jobs, production team

BYRON NEUMANN Tester Specialty Motor Broadway

"There were people a few years back who said, 'You cannot take hundreds of people, train them from welfare rolls to of instructions from people who payrolls.' But we've done it. And there were those who said, 'Black and white could not work together in harmony.' But we went on to develop one of the most enduring experiences in cooperation and brotherhood this good ol' GE has enjoyed since its existence. This is the strength we need to cope with and meet the challenges facing us.

"What can we do to be proud of? Ever so many things. First, be proud to be a member of a team that produces a good product, and do everything you possibly can do to improve it.

"But good things can only come if we work together, get the best

will make an employee's incentive so great he cannot help but do a good job, and care about the job that he is doing.

"Then and only then the future good things surely will happen."



### Skills of GE people, quality reputation, teamwork will help assure success, provide brighter future

Compensation Programs General Purpose Motor

"We have highly skilled, wellqualified, long service employees who have earned the reputation for making and providing good quality products that can be marketed at fair, competitive prices. We have employees who are willing to put forth extra

effort to achieve high quality standards and reduce defects to

meet customer demands. With today's sales lagging, most employees will strive to meet the challenges facing us by submitting cost improvements, suggestions, reducing costs, increasing productivity and reducing absenteeism. This in turn will save money. These

### Demand for electrical equipment will help GE 'tool up' for future

ROBERT SCHIFFLI Mold and Die Maker Technical Resources

technology that are four or five years in advance of most motor producing companies around the



ROBERT SCHIFFLI

world. Since our supplies of fossil fuels in the world are diminishing rapidly and electricity is one of "We here in TRO have the most economical energies machines, tools, dies and produced from fuel, I see the use of electrical equipment to increase greatly in a few years. When this happens, GE will be ready to tool up for future production quickly.

> "Most of us still working are proud to have a job now. We should take more pride in our work now and produce good quality parts so we can keep the customers we still have yet, and also gain more confidence from them in the future.

"Since the energy crisis came about, there has been more exploration for fuel around the world, and the known supplies have now increased about 20 percent in the last year. This alone makes things brighter."

efforts are critically needed.

"Perhaps the most important item any employee can be proud of is our product. Because of the demand for our products, many employees have been provided with income security through continuous employment in the past years. Each employee can share a part of the responsibility for helping to build and maintain company's hard-won reputation for providing and meeting the needs of its customers on a timely basis.

"Most people would find it hard to be optimistic with today's lagging economy. However, with teamwork and dedication which our employees have shown in the past and are showing now, we will have a brighter future.

"Most employees realize the future interests of this company, as well as their own, depend on the efforts they put forth in helping to maintain a successful business operation."



FRED ANDREWS

### Trained people work efficiently, add creativity, innovation to jobs

HOLLACE MCKINLEY Administrator
Management Problems Analysis
Technical Resources

"The business condition that we are in now causes us to be torn between two seemingly conflicting requirements. We must do those things which have worked well for us in the past, yet at the same time must not be afraid to be innovative and creative to insure growth for the future. These seem to be opposing views until we realize that the jobs we have done well in the past have been done by trained people. Innovation and creativity are the trademarks of people. And it's within our people that our strength lies and that both of these requirements can be

"We have some of the best trained people in the industry. We rightfully pride ourselves in our training and education programs throughout the General Electric Company, and Fort Wayne is no

exception. These programs not only make us more proficient, but give us an added degree of confidence in our ability to get the job done, even when the going gets tough.

"If we will just make efficient use of the trained people we have, and continue to educate others, we will be in a good position to bore full steam ahead when this temporary slump is over."



HOLLACE MCKINLEY

### Black History Week a kick-off to career counseling of youth

"Education is an on-going process — it never ceases. The minute you decide you've had enough of it, you might as well be dead."

This message, and others like it, was directed to a class of ninth-grade students in Lane Junior High School. The speakers were GE employees, and their mission in the class room was an important one. "No matter what you want to do with your lives," one employee said, "you're going to have to meet certain criteria. And you're going to have to get ready to meet them now!"

Willie French, a recruiting and training specialist for the Employee and Community Relations Broadway, and Fred Bolton, a Operation; Jim Littleton, employee relations specialist in the General Purpose Motor Dept. at



"Accept responsibility, know what's expected of you, and then do it. That's what will make you a success in your life."





BLACK HISTORY WEEK gave several GE employees here the chance to share their business and industrial experiences with young people in Fort Wayne. Promoting the importance of education and General Electric's commitment to Equal Employment Opportunity at Lane Junior High School are, in background from left, Fred Bolton, Specialty Motor process control specialist; Willie French, Employee and Community Relations recruiting and training specialist; and Jim Littleton, General Purpose Motor employee relations specialist.

### Stimulating a career interest





TOURING TAYLOR STREET, 40 students from Lane Junior High School math and science classes had the opportunity to visit the General Purpose Motor Dept. plant as part of Black History Week. Filling students in on some of the details of product manufacturing are GPM employees Bill Slyby, left, and Assell Blackburn.

### TRO Northrop plant shut down to cut expense, save resources

Technical Resources Operation, located at 3830 Northrop Ave. in for an indefinite period and 31 transferred to TRO's Broadway locations. operation, effective today.

Gordon Hall, Technical Resources Operation manager, attributed the move to lack of tool and equipment orders to sustain the Northrop business.

"It is imperative that we reduce expenses and conserve resources during these difficult times so that we will be ready to respond when the economy recovers," Hall said. "The Northrop plant has been a productive operation, and the employees there have shown excellent spirit toward their jobs, which makes this decision even more regrettable.'

TRO purchased the Northrop facility from the General Tool, Die and Engineering Corporation

The Northrop plant of the in December, 1970, when additional capacity was needed to manufacture advanced equip-Fort Wayne, is being shut down ment for use by local GE operations and other Appliance hourly employees there are being Components Business Division

> Hall said current plans are "to put the building and equipment in mothballs" for future use when order levels justify re-opening the facility.

History Week. As part of General Electric's commitment to Equal Employment Opportunity, and in an effort to promote better understanding among young people of future opportunities available to them, several GE people here visited Elmhurst and Wayne High Schools as well as Lane Junior High during the nationally observed week. Their visits marked a kick-off of career counseling activities for teenagers, an on-going program of General Electric in Fort Wayne. **Rules to Follow** Stressing GE's particular interest in recruiting a greater number of minority and women

process control specialist in the

Specialty Motor Products Dept.

at Taylor Street, visited Lane

engineers, French said, "We're getting away from the point where women especially were looked to only for housekeeping duties and clerical jobs. Hey, that's not where it's at any more.

"But on the other hand, nobody's telling you that you have to be an engineer. The important thing is that you take heed of some kind of skills so you can survive in our society," he continued. "To learn these skills, you have to follow rules and accept responsibility, just like you have to do here in school. Accept responsibility, know what's expected of you, and then do it. That's what will make you a success in your life."

### **Education Essential**

Men and women today don't get far without at least a high school education, the GE speakers told the students. "Education is the most important thing you can get before you enter the mainstream of life," Bolton added. "You've got to prepare yourselves now to go out in the world later. You can't demand a \$15,000 or \$30,000 a year job if you've got a \$2,000

Discussing future expectations, Littleton noted, "Unless you have a high school diploma or equivalent, it's even hard to find a job digging a ditch today. Ditches aren't dug with a pick and shovel any more; they're dug with machinery, and it takes trained people to operate it.

"Right now the economy is going down," he continued, "but if a person has a well-rounded education, he's at least got the chance to find another job if something happens to the one he has. The higher your educational skills, the more ready you are to



Vol. 57 No. 9

ahoot the people who help make the world's most dependable compenents

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

**EDITORIAL OFFICES:** 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree **Communications Manager** Dick Knoph, Editor Rex Mericle, Chief Photographer





### Being on job each day earns 'timely' thanks

"HEARTFELT THANKS" provided the perfect Valentine's Day in "HEARTFELT THANKS" provided the perfect Valentine's Day inscription on a cake decorated in honor of ten hourly and nonexempt employees (top photo) in the Specialty Motor Products Dept. who had perfect attendance records during 1974. To recognize their accomplishment department general manager Dave Gifford, left, presented each with a commemorative GE digital clock, With Gifford are, standing from left: Eunice Cook, Bldg. 12 instructor; Addie Stonebraker, stock and requisition clerk; Ed Blotkamp, mail leader; Agnes Cordes, receiving clerk; Blacky Blackburn, developmental tester; Ruth Schafenacker, order edit clerk; Mike Smead, stockkeeper; Betty Clevenger, requisition edit clerk; and seated, Iris Champlin, confidential clerk, left; and Pauline Fast, paywarrant auditor. clerk, left; and Pauline Fast, paywarrant auditor.

PERFECT ATTENDERS in the Employee and Community Relations Operation also received commemorative General Electric digital clocks for their conscientious work habits. From left, Helen Deahl, Employee Store cost clerk; Gladys Beverforden, employment practices clerk; and Judy McGuire, medical clinic nurse, receive awards and congratulations from ECRO manager Bill Hamilton.



### Keeping GPM safety in sight

"JOB SECURITY Through Safety and Suggestions" is being adopted as 1975's theme at General Purpose Motor's Broadway plant to remain cost competitive and keep business moving. As a reminder, new lighted safety signs are being posted at GPM plants at Taylor Street, Winter Street, Broadway and Decatur. The signs will be changed each month and are a project of the department's OSHA Council. Looking over February's safety message are GPM Broadway plant manager Dick Baumbauer, left, and GPM Broadway safety specialist George Miller.

### Public service brings award nominations for two

Fort Wayne General Electric CD promotional activities. Since employees Dallas F. Smith and Robert J. Schaetzl are among 82 GE people from 49 locations in this country and overseas who have been nominated by company components as candidates for the 1975 Gerald L. Phillippe Awards for Distinguished Public Service.

### **DALLAS SMITH**

For 23 years, Smith has performed "continuous, unselfish and voluntary public service, often devoting much of his vacation and leisure time to such duties," according to his award nomination.

In 1950 he helped organize the Pleasant Township Civic Association to promote the construction of a new centrally located grade school to replace the then used one and two-room schools. On a continuing basis, he has held judgeships and inspector positions over the years, and instructs students in the Pleasant Township School in election activities and procedures.

Through his interest in citizen band radio, Smith became associated with members of the Civil Defense Rescue Squad, and for many years has volunteered for rescue work and training, and

an early rescue unit and a later Fire Reserve Unit on which he served were discontinued, he has been holding meetings in his home to hold the nucleus of the fire unit together until some sponsorship is available. The group recently has joined the Red Cross Disaster Service as a disaster team.

He spends at least one night a week in CD activities plus many additional hours at the scenes of emergencies, in school class rooms and in work details. Because CD budgets are low, Smith has undertaken projects to secure and renovate obsolete equipment for fire-fighting and rescue work. He has been instrumental in renovating old buildings for use as CD training and emergency headquarters, and in rebuilding two generators for emergency road use.

At General Electric, Dallas Smith is an equipment application specialist for the Technical Resources Operation

### BOB SCHAETZL

Schaetzl is being considered for a Phillippe Award for "total involvement in the Civil Air Patrol, an organization of professional volunteers serving the community and nation," as stated in his nomination form.

During his more than 30 years in CAP, he has held positions of squadron commander, group commander, deputy chief of staff - communications (region headquarters), member of The National Communications Committee, and is now Deputy Wing Commander for the State of Indiana — second in command for all CAP activities in this

Accepting the command of a deteriorating CAP squadron, Schaetzl "recruited" adults as well as teenage members to fulfill the total mission of CAP. Within nine months his squadron became the largest in the state. reflecting a growth of more than 700 percent.

He is also concerned about aerospace education, and has been a major influence in for accredited arranging aerospace education elective courses being accepted into two different school systems in Indiana, and is working on two more. He is an active speaker before service organizations advancing understanding for aerospace sciences and arranges for local displays with NASA and other agencies.

When tornadoes ravaged wide areas of Indiana last year, Schaetzl, as mission coordinator, alerted the CAP organization in Fort Wayne. As a result, 18 sorties were flown into devastated Monticello, Ind., carrying Red Cross personnel and supplies as well as Civil Defense personnel on aerial surveillance flights along the track of the tornado. Schaetzel flew eight of these sorties. Several months ago, his local CAP squadron was again alerted to search for an aircraft lost during a flight from Detroit to Fort Wayne.

Schaetzl is an active private pilot, radio communicator, certified emergency services mission coordinator, member of the Aviation Association of In-



CIVIL DEFENSE ACTIVITIES take TRO's Dallas Smith to the scenes of emergencies, school class rooms and training seminars. In addition to voluntary service performed in his community on civic and educational projects, his commitment to Civil Defense work and genuine interest to help others resulted in Smith's nomination for the 1975 Gerald L Phillippe Award for Distinguished Public Service.

diana, member of the Fort Wayne Aviation Association, past member of the IEEE, and past president (four years) of the Village Woods Community Association. At GE, he serves as manager of electronic markets for the Specialty Transformer Business Dept.

### \$1,000 GRANTS AWARDED

This is the sixth year of the awards program named in memory of the late Gerald L. Phillippe, former GE board chairman and a national leader in the field of public service. In the previous five years, 24 individuals and one employee group have received the awards, which consist of the Phillippe medallion and the opportunity to select a charity or educational institution for a \$1,000 grant from the General Electric Foundation.

Company-wide, the number of nominees this year is two more than last year and the third largest since the program's inception. Each nominee will receive a certificate of nomination from his or her division general manager.

A screening committee is now at work studying the nominees prior to making recommendations to the Gerald L. Phillippe Awards Committee. Members of the latter committee are Reginald H. Jones, GE chairman of the board and chief executive officer; Leonard C. Maier, Jr., vice president of corporate employee relations; Douglas S. Moore, vice president of corporate public relations; Hershner Cross, chairman of the board of trustees of the GE Foundation and GE senior vice president; and William A. Orme, secretary of the GE Foundation. Announcement of the winners is expected in March.



'TOTAL INVOLVEMENT in the Civil Air Patrol," reads a nomination form which enters STBD's Bob Schaetzl as a candidate for the Gerald L. Phillippe Award for Distinguished Public Service. During his more than 30 years in CAP, he has held numerous leadership positions and is currently Deputy Wing Commander for the State of Indiana — second in command for all CAP activites in this state.

### ARA cake, coffee prices rise

Due to increased costs of baked goods and coffee, ARA Food Services Co. has announced a price hike on plain and decorated sheet cakes for retirement parties here. The price of one-gallon coffee servings will also rise slightly as a result of the increase.

The following prices went into effect on Monday, Feb. 24: Full-size decorated sheet cake (96 cut), \$15.25. Half size decorated sheet cake (48 cut), \$8. Full-size plain iced sheet cake (96

cut), \$14.25. Half-size plain iced sheet cake (48 cut), \$7.25. One-gallon (20 servings) of coffee will be available for \$2.50.

Love is skindeep. Give Blood.

### Help is needed

The Red Cross Bloodmobile will be at East Broadway on Tuesday, March 4. This is the second blood drive of the year, and General Purpose Motor, Specialty Motor, Hermetic Motor, Area Services, Components Sales, Employee and Community Relations and division employees are urged to make every effort to donate. Blood is vitally needed in this community, and GE people can do their part by contributing to next week's drive.

### RIDE WANTED

CHURUBUSCO to College St., 3:30 to 12. 693-3511.

### **RIDERS WANTED**

DECATUR or area to Bdwy, or T.S., 2nd shift. 592-7279.

### FOR SALE

FOR SALE

'72 CHEVY Suburbanite R.V., tow hitch, low mileage. 622-4623.

COOKWARE, Thermocore, stls. stl., used 2 yrs. ex. cond. 639-3031.
'67 OLDS Toronado, low mi., new trans. 446-6115.
'72 PONT. Wagon, air, white, 36,000 mi., ex. cond., \$2250. 447-9369.

CAR bed, car seat, recliner chair, good cond. 638-4776 Yoder.

COFFEE table, glass top, Duncan Phyfe, mahogany, \$25. 484-5030.

ENTIRE col. antiques & col. items. & desk lamp. 429-5396.

FIREWOOD, \$15-rank + \$5 delivered. 1-723-5460 S. Whitley.
'70 BUICK LeSabre, 4-dr., HT, clean, 350, pwr., aut. 432-9026.

GARAGE door opener. 657-5667 Antwerp, O.

BABY furniture, assorted, reasonable. 745-9168.

CHAIR, reclining, 2 mo. old, like new. 485-5598.

LAVATORY, 18x19, w-faucets & hanger, \$15. 485-5272.

FIREWOOD, split, dried, delivered, \$35-cord. 747-4313.

POLAROID camera, flash, elec. eye, case, \$20. 483-4838.

| WIG, ver | v good, r  | eal hair. | styled, 1/2 |
|----------|------------|-----------|-------------|
|          | \$6.95. 74 |           |             |
| CLOCK,   | grndmot    | her, new  | , walnut,   |

CLOCK, gridmother, new, walnut, W-mnstr. chime. 745-4694.

'63 MERCURY Meteor, 260 V-8, automatic. 745-9191.

BIKE, 10-spd., man's. Waterbed & frame. '74 Dodge van. 447-4461.

BABY equip., Swynogmatic swing, car bed, like new. 747-5561.

PATIO moving sale, 7-8-9 March, 1104 Stophlet St.

BOX spring & mattress, reasonable. 433-5413.

GERBILS & parents, 4 young & cage. 432-6326.

DRYER, gas, deluxe model, gold,

432-6326.

DRYER, gas, deluxe model, gold, new condition. 625-4189.

CONVERSION gas burner. Stool & lav. 275 gal. oil tk. 745-4365.

DRESSER, needs refinished, \$20.

Alum. gutter, 98', \$20. 657-5653

'71 MOBILE home, 12x60, 2 bd., ct. air, skirt, shed. 489-3907.
BEAGLE, AKC registered, ex. hunter, \$100. 428-6102.

CHEVY window van, 2 bench seats. 419-495-2175 Van Wert before 2.

before 2.

PAINT sprayer, GE, airless, good. 432-0189.

'72 SUZUKI, 500 cc, ex. clean, low mileage. 693-2426. C'busco.

'73 KAW., 350, 3 cycle, like new, 4,242 mi., \$675. 447-4612.

'62 VW chassis, new brakes, perfect for dune buggy. 483-9357 aft. 5.

LOCKING gas cap, '71-'74 Gremlin, half price. 483-4116.

'59 CHEVY, 4-dr., sedan, 283, auto., runs, \$50. 447-6439.

SWIVEL rocker, tilt back chair, oftoman, sofa. 489-3218 aft. 5.

TIRE, 1, Goodrich steel belted radial, H78-15, new. 357-4034 Garrett.

BUNGALOW, 3-bdrm., air, aft. garage, East Ft. Wayne. 749-8687.

POOL table, 7', w-ping pong table top, \$120. 493-1772.

WHEAT straw, \$35-ton. 693-2384
C'busco.

Please Turn to Page 4

| □ Wanted  | ☐ For Rent * GE NEWS BLDG. 18-3 ☐ Lost |         |        |        |       |      |      |     |     |      |      |      |       |     |
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### Elex programs: from swing to a speedy marimba

Elex Club members are invited to take guests to next month's festive Supper and Luncheon Programs.

The New Haven High School Swing Choir highlights the March 10 Supper Program in the GE Club auditorium. Under the direction of Charles Henke, this group of lively teenagers has won many first place awards in several high school choir classifications. In addition to their up-beat style of music, choir members add short dramatic performances to their program, making their visit here one of complete entertainment.

The price of \$2.35 each for Elex members and \$2.85 each for invited guests includes a menu of

### **Prepare for Potluck**

Okay, retirees, get ready! The next Pensioners' Potluck is coming to the GE Club March 11 at 11:30 a.m.

ham, asparagus rolls, glazed sweet potatoes, Waldorf salad, pineapple upside-down cake and beverage. The dinner will be catered by Hall's Restaurant, and the deadline for reservations is March 6.

"Words and Music" by Rosella

Alley Chat

**Debbie Bowers** 

Corll tops the Elex Club Luncheon Program March 20 at Hall's Party Room, 1502 Bluffton Rd. This performer has been delighting audiences in the tristate area for many years with her down-to-earth monologues, costumes, and special kind of



LIVELY MUSIC AND GREAT TALENT are provided by the New Haven High School Swing Choir, and Elex Club members and guests have the opportunity to enjoy their performance. The choir is the featured attraction of the Elex Club's March 10 Supper Program in the GE Club auditorium. Reservation deadline is March 6

### **Next month** a busy one for Elexers

As far as activity is concerned, next month will come in like a lion and go out the same way for Elex Club members. March promises a good combination of fun and business. Here's the calendar:

March 3: Partizan Chapter Board meeting: Lucky Steer Restaurant, 2912 Getz Rd., 11:30

March 3: Visitation to Byron Health Center adoptees; 7 p.m. March 5: Elex Club Executive

Board meeting; GE Club Trophy Lounge, 1 p.m. March 10: Elex Club Supper

Program: New Haven High School Swing Choir, GE Club auditorium. Supper served from 4:45 to 5:45 p.m.

March 12: Pen-El Chapter social meeting; YWCA, 1 p.m. March 15: U.S. Post Office tour; Harrison Street, 11 a.m.

March 15: Afternoon visitation to Fort Wayne State Hospital and Training Center adoptees.

March 15: Elex Club Round and Square Dance; Goeglein's Reserve, 9 p.m. to 1 a.m.

March 17: Elex Executive Committee meeting; Bldg. 18-3 conference room, 4:45 p.m.

March 18: Partizan Chapter social meeting; "Gas Kitchen' Northern Indiana Public Service Co., 114 East Wayne St., noon.

March 19: El Par Chapter Installation Banquet; Hall's (Lester's) Party Room, 1502 Bluffton Rd., noon.

March 20: Elex Club Luncheon Program; "Words and Music" by Rosella Corll, Hall's (Lester's) Party Room, 1502 Bluffton Rd., 11:30 a.m.

March 24: Honor-ettes Social Meeting; YWCA, 1 p.m.

March 25: Elex Executive Board meeting; Bldg. 18-1 conference room, 7:30 p.m.

March 6: El Par Board meeting; Senior Town Hospitality room, 2202 Senior Dr., 10 a.m. musical talent. Interspersed with her readings are selections played with almost unbelievable speed and dexterity on the marimba and vibraphone.

The price of \$3 per ticket for Elex members and \$3.50 per ticket for guests includes a luncheon menu of baked chicken quarters, scalloped potatoes, green peas, salad, peach cobbler and beverage. Deadline for reservations is March 13.

### Elex dance set

A full evening of round and square dancing is being sponsored by the Elex Club for all General Electric employees, retirees and guests. Tickets — 280 of them — will be sold on a firstcome, first-served basis at \$3.50 each, and are available from Elex Club contact representatives or by calling the Elex office, Ext. 3555.

In addition to the music of the "Tear Drops," the price of a ticket includes free snacks and beverages during the evening.

The date: March 15. The time: 9 p.m. to 1 a.m.

The place: Goeglein's Reserve, Kercherval and Brick Room, 7311 Maysville Rd.

Continued from Page 3 Continued from Page 3
'68 FORD, V-8, auto., air, radio, good shape. 743-3017 aft. 4.
VW hi-back bucket seats, red, \$35. Dune buggy rail. 639-3878.
WELL pump, 2''. 432-1827.
DRUMS, Gretsch, chrome, 12 pcs., must sell. 456-5685.
'73 VEGA Estate wagon, all options, 4-spd., radials. 493-2925.
GAS stove & refrigerator, both \$50. 747-7170.
RECORD player, portable, 4-spd.

747-7170.

RECORD player, portable, 4-spd. changer, \$23, 485-3853.

HAM antenna, Hy-gain, 18', retail \$67, sell \$20, 747-9606.

PIANO bench, organ stool, small tables. 745-1588.

BABY beds (2), playpen. 437-2533.

'71 RANCHERO 500, tops. 627-5393 aft 4:30.

aft. 4:30.
BATH basin, faucets, all complete, works good, \$35. 745-1645.

### WANTED

COTTAGE, clean, for weekend in June or Jul., sleep 6. 456-2504.
ROWBOAT & oars. 489-5834.
MEDICAL walker. 437-7811.
FRAZER tiller. 432-1958 aff. 6.

DRILL press w-or w-out motor. 672-2580 Rnk. WILL do alterations & repair. 447-3789.

CEMENT mixer, used. 747-0465 aft. 4.

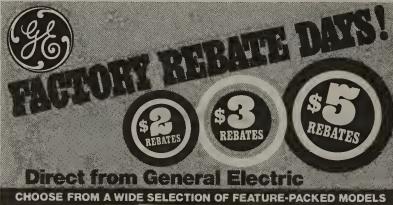
CEMENT mixer, used. 747-0465 aft. 4.
LARGE pressure cooker for canning in qt. jars. 439-2083.
ROUND oak table. 747-3613.
BABYSIT, days, 1 blk. Luth. Hosp., hot meal, fn. yard. 745-2764.
MILITARY rifle or carbine, any kind. 749-0298.
ROOM divider, 7' to 7½' high. 744-9479.

### FOR RENT

S.E., 2 bedrooms & basement. 749-2290. LOWER 5 rms., carpet, appl., basmt., gar., near GE, adults.

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**Deluxe Stand Mixer** 





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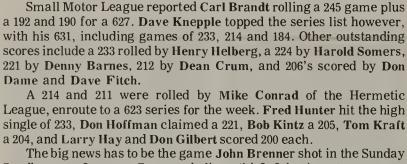


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League, enroute to a 623 series for the week. Fred Hunter hit the high single of 233, Don Hoffman claimed a 221, Bob Kintz a 205, Tom Kraft a 204, and Larry Hay and Don Gilbert scored 200 each. The big news has to be the game John Brenner shot in the Sunday Sandbaggers League. Can you believe this? John is a 128-average

Maurice Haines set the pace this week as he hit seven in a row for

a 247 tally in the Wednesday Owl League. He was followed by 14 other

200-or-better scores in that league: Dennis Mertz, 220; Dick Powell,

213 and 204; Wilson Lambert, 211; Jim Slater, 209; Cliff Uetrecht, 208;

Mike Hale, 203 and 200; John Stark and Howard Estes, 203 each;

Ralph Hill, 203 and 202; Virgil Hiatt, 202, and Lonnie Padgett, 201.

bowler and hit a super 242 game! Besides winning everyone's attention, he also qualified for a "century patch" for being more than 100 pins over his average. Congrats, John. Also in that league, Dave Myers scored a 202, Pat Johnston hit a 191 and Glenna Myers picked up that tough 4-7-9 split.

A 609 was scored in the Friday Taylor Street League by Fuzz Christenson, with games of 216, 204 and 189. Bob Smith rolled a 235, Ken Bainbridge a 218 and Ron Gibson 211.

Sandy Snyder won top honors for the women this week. She rolled a great 231 game, heading for a 584 series. Great bowling, Sandy! Also, Ann Saylor bowled a 190 in the Sunday Night Mixers League.

More high scores this week include L. McInturf's 232, Jim Sircey's 230, Jim Nahrwold's 214, Charlie Cochren's 213, Joe Holloway's 224 and 211, Jack Wall's 218 and 201, Dick Linn's 208 and 201 (for a 603 series), Don Bohner's 209 and 201, Mike Dunbar's 208, and Dick Ramer's 207.

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### Street customer says price, quality, service determine sale

"We put our name on what you are competitive price, top quality make, a GB customer told and prompt, dependable service. employ exact Water Street, and reminded General Purpose noted, "looks for consistent Motor Dept. people that when a sale is made, "both our reputations are at stake."

Twenty hourly employees in GPM's hermetic motor manufacturing operation at Winter Street and several members of management recently heard Jim McCool, purchasing director of Dunham-Bush, Inc., describe what his company is looking for from its suppliers in 1975. Dunham-Bush currently buys hermetic motors from the GPM plant for use in air conditioning and refrigeration compressor equipment.

McCool said his criteria in choosing Dunham-Bush vendors

reliability.'

Indirectly, a customer partially pays for factory costs, the purchasing director told employees. For this reason, he urged GE people at Winter Street to help keep prices down by preventing scrap and waste, and contributing to cost reduction efforts within the department. Included in this area are direct labor costs, he said, and suggested that better efficiency, conscientious care of machinery and tools, and fewer lost-time accidents would benefit GPM customers as well as the General Electric Company.

McCool complimented GPM





PRICE, QUALITY AND SERVICE are the purchasing criteria used by Dunham-Bush, Inc., a customer of hermetic motors manufactured by the General Purpose Motor Dept. at Winter Street. Twenty hourly employees and members of Winter Street management recently heard Dunham-Bush purchasing director Jim McCool, right, outline what his company expects of General Electric and other suppliers in 1975.

people on product quality, but said, "there's always room for improvement." The hermetic motor customer noted that some minor problems do exist, and specifically requested better efficiency in welding, cooling and lead attachments as a way to raise quality. Although the problems are not severe, he stressed that they're "important to the customer, and increased quality is a part of everyone's

receives a report from General Electric on what motors are in stock and what production is planned for the future. On the basis of this report, McCool explained, his company in turn makes its plans. Timely, accurate information such as this, he said, is essential in servicing a

Previewing the months ahead, the purchasing director told GPM employees at Winter Street that

As a customer, Dunham-Bush some Dunham-Bush business would be heading their way, but not as much as in the previous year. Primarily because of inflation, McCool added, price has become a major factor in evaluating a vendor.

> Accompanying McCool to the Winter Street plant were Sub Gianni, Dunham-Bush vice president of engineering, and Don Schaefer, the customer's senior project engineer.

### After just two months

### Suggesters, 'Go-Getters' cut \$860,000 at GPM

Motor Dept.'s general manager Jim Warren asked his employees for help in improving the department's performance in 1975, saying, "We need real savings that generate cash and improve our business performance."

In just two months, the GPM employees produced approved cost-reducing ideas totaling more than \$860,000 in savings under the Suggestion Plan and the new "Go-Getter" cost improvement program.

Other results reported by program administrator Ed Misselhorn were:

- Go-Getters are 80 percent ahead of their year-to-date goal.
- Adopted suggestions are 102 percent ahead of last year.
- Suggestion participation is up 65 percent over last year.
- Quality of Go-Getter projects and suggestions reflects a high degree of real savings.

In discussing GPM's suggestion program, Misselhorn says, "We've seen big gains in our program since last year.

Late last year General Purpose Suggestion savings and awards for January and February reflect the improved performance over 1974. In fact, employees' awards have increased 75 percent over last year."

> The department's new Go-Getter program is a special cost improvement program for 1975 under which all department exempts are eligible to submit cost improvement projects which are new, non-budgeted ideas to reduce costs and which areoriginated and implemented in 1975. Go-Getter savings count "only if they affect 1975 performance," Misselhorn emphasizes.

> Reviewing the results, general manager Warren adds, "The response has been tremendous, and the significant result is that projects turned in and accepted early in the program start giving us immediate savings. That's why we've stressed getting suggestions and Go-Getter projects in now, so that we can have the benefit of those savings for as much of the year as possible."



More 'Speak Out' on optimism

See page 3

### Sticky problem solved

### 'Fat Albert' comes to rescue to save oil, help environment

morning, we saw someone had put a sign — 'Fat Albert' — on the thing," recalls Bob Mankey. "Now we just call it that."

A process and equipment specialist for the General Purpose Motor Dept. at Taylor Street, Mankey explains that the rather odd-looking piece of equipment recently added to the GPM plant is a valuable asset to oil conservation and environmental protection efforts there. It's purpose is to clean and filter soluble oils from the 11 cylindrical grinders in section 14. As it does, GPM can recycle rather than "dump" the oils, according to Mankey.

It Adds Up

Because these oils have to be disposed of properly, GPM spent approximately \$9 per 55-gallon drum to get rid of the useless solution. The 11 grinders "dumped" an average of 13 drums every week, which was costing the department about \$6,000 a year.

Actually, the ratio of water to oil in the drums is about 50-to-1, Mankey explains. It costs GPM about 12-cents per gallon to make the solution, but the real expense was in disposing of it.

Sticky Problem

"It was like Pandora's box," Mankey says. "The environmental people say you can't just throw the oil away, and the only was to treat it with some estimates a savings of apemulsion or burn it.

"Someone suggested we use the solution on our parking lots to help settle the dust," he continues. "Fine, but every time it rains, you've got gallons of oil running down the driveways."

**Solvent Solution** 

Then "Fat Albert" came to the rescue. By recycling most of the oil from the solution, the department is able to cut its annual usage of cutting oil by

"When we walked in one way you could get rid of the stuff about 80 percent. Mankey proximately \$50 a week in the cost of oil, while the expense and headache of its disposal have been significantly reduced.

The new addition to section 14 does have a real name, of course. Mankey notes that the sales representative who first brought it to GPM's attention calls it a Yellow-Bellied Sump-Sucker. But somehow, "Fat Albert" seems a bit easier for employees to remember.



"FAT ALBERT" is the name GPM employees at Taylor Street have affectionately given the new sump cleaner and filtering machine at left. With it, the department is recycling much of its cutting oil, saving money and helping protect the environment. Demonstrating the machine's operation is Bob Johnson, cylindrical grinder.

### Inventories go first

### Tecumseh strike ends; effects here under study

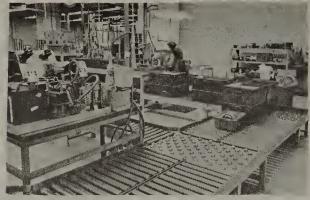
The 107-day-old strike at Tecumseh Products in Michigan ended Saturday, March 1, when a majority vote of the company's union membership ratified a new contract.

Tecumseh represented about 70 percent of the Hermetic Motor Operation's sales here prior to the strike, and its labor difficulties had a dramatic impact on HMO business.

HMO manager Bill Carmody estimates that it will probably be a couple of weeks before his operation can fully determine the labor settlement's effect, if any, on production schedules and employment levels here. A large percentage of current inventories was built for Tecumseh and covered approximately one month's estimate of the Michigan manufacturer's requirements before its employees went on strike. Initial sales to Tecumseh are expected to involve this inventory, Carmody says.

Total production at Tecumseh is anticipated to resume on a phased start-up. It was learned that 350 production workers at Tecumseh laid off in September prior to the strike will not be called back in the near future, a consequence attributed to the general economic slowdown across the country.





THE OLD AND THE NEW. Before consolidation of DC stator manufacturing at GPM Broadway, tote pans and old style carts (photo at left) occupied valuable floor space. After consolidation, tote pans travel efficiently on roller and ball-bearing conveyors (photo at right). New concrete floors and additional lighting have also been installed to enhance overall working conditions in Bldg. 6-3.

### Productivity, work conditions improved by GPM Broadway plant consolidation

General Purpose Motor Dept.'s smaller — it's gotten better. Broadway plant has been neatly

planning and rearranging, DC one. But the work coming from stator manufacturing at the the operation hasn't gotten

Darwin Stout and Jack Spears,



REVIEWING THE RESULTS of the GPM Broadway plant improvement are from left, Jack Spears, methods and time standards (MTS) specialist; Dohr Krieg, planning specialist; Viola Guisinger, soldering operator; Bob Fredericks, supervisor, and Darwin Stout, MTS specialist. The new, pegged cart at left replaces the old-style cart shown at the top left of this page, and makes removal of assembly parts for manufacturing more convenient and faster than before.

### Employees get discount to hear 'Hee Haw' star

General Electric employees and their families can enjoy \$1.50 discounts on tickets to The Buck Owens Show, coming to the Memorial Coliseum in Fort Wayne for the first time April 11 at 8 p.m.

Tickets which regularly sell for \$6 and \$5 can be purchased for \$4.50 and \$3.50, respectively, by GE people using the mail-order coupon below.

Co-host of the popular television program, Hee Haw, Buck Owens will be accompanied in the two-hour Coliseum performance by his "Buckaroos" and Hee Haw regular, Susan Raye. This discount is available only through the mail, and orders will be filled on a first-come, first-served basis.



BUCK OWENS - APRIL 11

| GE d                                    | iscount to Bu  | ck Owens  |
|---|--|---|
| Here's                                  | my order! Please send m  | ne tickets at   |
|   | each for the Buck (rial Coliseum. Enclosed   |   |
| \$                                      | ·  |   |
| NAME                                    |  | PHONE   |
| ADDRESS.                                |  |   |
| CITY                                    | STATE  | ZIP   |
| Make check<br>SHOW, and<br>5157, Fort V | tamped, self addressed retuk<br>k or money order payable<br>send with coupon to: The<br>Vayne, Ind. 46805. <b>Deadline</b> | to THE BUCK OWENS<br>Buck Owens Show, Box<br>for this offer is April 1. |

After about a year of intensive consolidated from three floors to methods and time standards specialists at GPM Broadway, explain that a DC stator formerly traveled from a production unit in Bldg. 4-3 to Bldg. 6-2, and windings journeyed from Bldgs. 6-3 and 4-2 to Bldg. 6-2. Now, with operations primarily contained in Bldg. 6-3, efficiency, assembly flow and productivity should substantially increase as a result of the change.

Other Benefits

In addition to these production benefits, the GPM plant has added to its floor space capacity and modernized much of its equipment, putting it in a good position to respond to increased orders when business picks up. With less handling of materials from one floor to another, Stout and Spears expect product quality and employee safety records to improve, too.

**Good Reviews** 

What do employees working in the area think about the change? "It's nice and roomy," comments, Wanda Chapman, a stator coil winder. "I'm not pushing my work into somebody else's, and things aren't in the way like they used to be." Since the change, GPM operators can work without strict dependence on the work rate of others, the methods and time standards specialists note. GPM people at Broadway have gone from group piece-work to an individual standard hour form of payment.

"I think it works a lot smoother," adds Leroy DeWitt, a set-up man in Bldg. 6-3. "It sure saves a lot of running from one floor to the next. People here also like the extra lighting and the new cement floors that were put in, and the conveyors are a lot easier to work from than the old carts they used before."

Planning specialist Dohr Krieg notes that supervisors are also happy with the consolidation, and will have a broader view of manufacturing operations when a centrally-located office is built.

In general, GPM Broadway people seem to agree that the change is a big one — and a good

### Pensioners' Potluck Bingo set in March

A Pensioners' Potluck is planned March 11 at 11:30 a.m., and a Free Bingo is coming March 22 at 8 p.m. Both events will be held in the G.E. Club auditorium.

### Employee relations assignments realigned to meet division needs

A realignment of the employee relations functions serving Fort Wayne GE plants of the Appliance Components Business Division was announced this week by Bill Hamilton, manager of the Employee and Community Relations Operation.

Hamilton said the realignment, which affects all Fort Wayne plants except the Specialty Transformer Business Dept., is necessary to reduce costs in response to the adverse economic conditions impacting on all Fort Wayne operations.

Under the reorganization, John Fleischman, Les Ennis, Bill Black and Ken McFarland will assume union relations and wage administration responsibilities on a pooled basis to serve all Fort Wayne ACBD components, reporting to Marvin Hamilton, union relations manager.

Personnel practices functions now being performed separately in each division plant location will be consolidated under the area manpower development section headed by Ed O'Hora.

Fred Andrews, formerly compensation programs administrator at the General Purpose Motor Dept., has been named employment manager. Andrews succeeds Dick Stauffer, who retired March 1. Reporting to Andrews as personnel practices specialists are Bill Davies, Jack Hughes and Gail Kreager





### 'Being careful' is his job

"Business will pick up again," predicts Charlie Firks, "but I think it's going to be kind of tough going for a while."

A book-out operator in the Specialty Motor Products Dept. at Taylor Street, Charlie began working for General Electric nearly 32 years ago. "I've seen these departments have their ups and downs," he recalls. "Things weren't too good back in the fifties, and production was low then, too. Then they brought in more business, and we were really turning out motors here.'

As motors come from the packing area, it's the book-out operator's job to certify correct quantity, model numbers and weight before a shipment leaves the plant. "I like this job," Charlie comments, "and I think it's important that what I do here is accurate. You might say being careful is the biggest part of my job at GE."

Off the job, he enjoys watching his two sons — a sophomore at Indiana University studying accounting, and a senior at North Side High School — pursue their outside interests in sports.



nake the world's most dependable components

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

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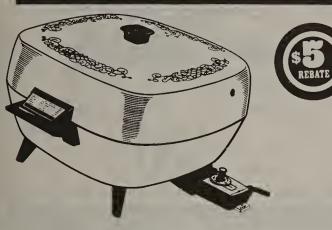


Direct from GE

Hurry! Limited Time Offer! Ends May 18, 1975



SK29AVT (AVOCADO) SK29FT (FLAME)



THE TREASURED **GIFT FOR ANY OCCASION** 





SK29AVT SK29FT

### "DUTCH" SKILLET

- high dome lid with deep dish, 5½ quart liquid capacity, great for cooking large roasts, chickens, hams, family size casseroles, up to 28 ears of corn, plus cooking the same foods as a regular skillet.

  Also Included is a bright nickel plated bake rack.
- Color styled in Avocado or Flame.

\$28<sup>65</sup>



HAIR DRYER **HD-56** 





HAIR DRYER



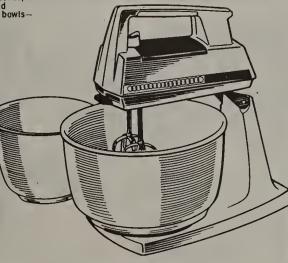


### **DELUXE STAND** MIXER

- Available in White, Avocado, or Harvest with 2 polished stainless steel mixing bowls— 1½ and 3 quart sizes.

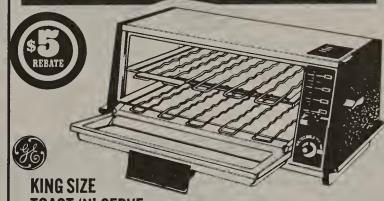
Rebate Days





- Convenient, remote comfort control
- Hood raises and lowers for maximum comfort
- Dial heat comfort control— 3 heat selections
- Lightweight, compact design stores easily Color styled in powder blue
- REBATE





TOAST 'N' SERVE TOAST-R-OVEN™

- Automatic 4-slice toaster thick or thin, odd sizes and shapes of breads.
  Toast 'N' Serve feature for convenient toast removal.
  Automatic oven bakes 2 frozen dinners at once, biscuits, rolls, potatoes, casseroles, etc.
  Automatically Top Browns open sandwiches, snacks.



**ALL PURPOSE STAND MIXER** M45WH (WHITE)

### **ALL PURPOSE** STAND MIXER

- Features 12 selective mixing speeds or any speed in between plus 2 mixing bowls-1½ and 3 quart sizes.





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**Fort Wayne** 



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### **Model F118HRT** SELF CLEANING Steam & Dry Iron

- Helps prevent clogging and brown spotting
  Steams Better Longer
  Uses Most Tap Water
  Compared to leading
- irons tested using tap water, ONLY the GE SELF CLEANING Iron keeps the steam vents, steam chamber, water tank, and water valve

SSP10

\$19<sup>75</sup>



### Direct from GE

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### \$2.00 REBATE

| CS1     |   | SK26HRT  |
|---------|---|----------|
| PRO1    |   | 8125-001 |
| □ P15BK | n | 8126-209 |
| □ P15WH | n | 8127-310 |
| □ P15AV | n | 8128-404 |
| P15HR   | ñ | 8130-303 |
| SSP10   | Ä | 8131-403 |
| SSP12   | m | 8132-412 |
| F118HRT | m | 8137-303 |
| SK26AVT |   |          |

### \$3.00 REBATE

- SB1 SCD1 F110WH
- | F110WH | F110WHT | F110WHT | T93B | T94 | SK27AVT | SK27AVT | SK27HRT | DCM | DCM

### \$5.00 REBATE

- T95 M45WH ☐ T95
  ☐ M45WH
  ☐ M46WHS
  ☐ M46AVS
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3383 F120HR

Allow up to 4 weeks for rebate. Deadline for rebates is May 18, 1975







- Large Nozzle for Wide Air Coverage
- Detachable Air Concentrator



**MIST CURLER MODEL CS-1** 



- · Cool tip end lets you guide Touch 'N Curl for tendrils, flips, curls
- Mist reservoir can be filled directly from faucet
- Convenient one-hand mist and curl operation on comfort designed
- · "Ready dot" clamp tells you when unit is ready for styling
- · Release portals all around barrel let fine mist penetrate hair · Hi or Lo temperature settings — pick the one best suited to your
- Non stick coating on both barrel and clamp helps finished curl slip





Deluxe STAINLESS STEEL IMMERSIBLE COFFEEMAKER

**\$27**<sup>95</sup> SSP12

P-15BK-Black, P-15AV-Avocado, P-15HR-Harvest, P:15WH-White

### **AUTOMATIC IMMERSIBLE** COFFEEMAKER

MAKES A GREAT GIFT, TOO!

It's completely immersible — percolator gets cleaner, coffee tastes better











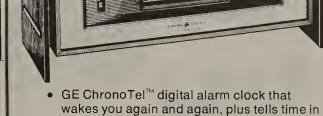


- GE ChronoTel<sup>™</sup> digital alarm clock that compliments table, desk or night stand.
- · Large digital readout tells time at a glance, can be easily seen, all in compact case.
- Alarm set and motion readouts up front, too.

Model 8137-303



- GE ChronoTel<sup>™</sup> digital alarm clock with lighted dial for nighttime reading. Model 8130-303.
- Handsome woodgrain on polystyrene compact case and modern side panels complement vanity, nightstand, table or desk.



- the dark. Model 8131-403.
- Handsome woodgrain on polystyrene case complements desk, table or nightstand.

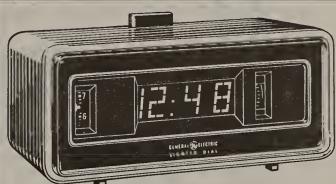


- 6 Model 8127K
- Lighted time dial easy to see at night too.
- Large numerals seen at a glance.
- Quiet, accurate GE movement.



- 6 Model 8128K
- Digital Snooz-Alarm® Clock with lighted dial.
- Dial lights up in dark for easier nighttime viewing.
- Snooz-Alarm® Clock has the GE repeating feature that wakes you again...and again...and again.





- **Model 8132K**
- The electronic-styled readout comes with lighted dial and GE Snooz-Alarm® clock repeating alarm features.
- Digits can be read at a glance.
- Dial lights up in dark for easier nighttime viewing.









- Digital alarm clock
- Ideal for bedroom, child's room study or den.
- Quiet, accurate GE movement.
- Up front alarm set readout.





- GE Snooz-Alarm® clock repeating alarm feature.
- Large easy to read digital figures.
- Fits bedroom, den, study or student's room.





### BirthUil

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- · Convenient counter top cooking.

NEW **Larger Capacity** TOAST-R-OVEN\*



Model T-94 It's an Automatic (%) Toasteran Ovena Top Browner

- · Automatic 4 slice toaster Large Capacity Oven-settings 200°-500°F
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Model 3383-011 Automatic Drip Coffeemaker

- Clear, full-flavored drip coffee with the easy convenience of automatic brewing.
  Simple as 1-2-31 Measure water, add ground coffee and switch on. In 30 seconds brew begins to drip through.
- 2-8 cup capacity, styled in yellow and white.

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You Get A Cleaner Iron As It Empties!





(F110WH)

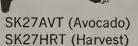












REBATE

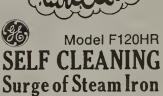


- **BUFFET SKILLET** GE double non-stick coated cooking surface provides non-stick cooking and easy care.
- stick cooking and easy care.

  Snap-Away leg and handle
  sections for easier cleaning,
  plus "Tip-Toe"\* skillet with
  Tilt Leg feature for draining
  cooking oil, grease and for
  basting. Also has easy to
  remove push button ejector on
  temperature control.

### **SELF CLEANING** Plus Surge of Steam!





- GE's Separate SELF CLEANING System helps prevent clogging and brown spotting, steams better longer and uses most tap water.
- Cleans over the sink, not onto your clothes.
  Plus Surge of Steam extra deep-down steam for deep-down wrinkles. Use while steam or day ironing dry ironing.

SELF CLEANING

Spray, Steam

and Dry Iron

 Helps prevent clogging and brown spotting
 Steams Better Longer
 Uses Most Tap Water
 Compared to the same iron using tap water without this feature, the SELF CLEANING Iron keeps the steam vents, steam chamber and water. steam chamber and water tank cleaner!



- Snap-away handle and leg sections for easy cleaning, completely immersible with control removed.
- "Tip-Toe"\* tilt leg tilts skillet for basting or draining cooking oils and grease. Push-button ejector on temperature control.
- 12" skillet, aluminum interior, avocado exterior. \*TM of GE Co.





**Self Cleaning** Steam, Spray & Dry Iron

GE's patented independent Self Cleaning system for a cleaner Iron. F110WHT



For Fresh, Rich Tasting Coffee.

- Delivers your first cup of coffee in 90 seconds.
- Permanent filter eliminates messy throw-away filters.
- 8 cup capacity.
- Uses regular or drip grind
- · Complete with attractive serving carafe.





 3 heat/speed comfort settings ... variable airflow control ... super lightweight attachments.

Reasons for Optimism



### Scoreboard

Specialty Motor No. 2 won the double elimination tournament by beating GPM, this year's league champion, in the final game of the tournament.

The three games leading up to the final game saw GPM whipping Wire Mill No. 3 by 71-54, Wire Mill No. 2 by 83-66, and Specialty Motor No. 2 by 77-54.

GPM led all the way against Wire Mill No. 3 to win by 17 points. Jim Gooden led GPM with 22, John Turner 14 and Royce Bradbury 12. Tom Scott paced Wire Mill No. 3 with 13, Willie Underwood and Ed Brooks each got 12, and Johnnie Leshore 10.

GPM took over late in the first quarter and beat Wire Mill No. 2 by 17 points. Jim Gooden paced GPM with 27, Royce Bradbury 16, John Turner 14, and Mike Bird 10. Mike Stevenson led Wire Mill No. 2 with 27. Jack Woodruff 16, and Larry Sordelet 12.

GPM then trounced Specialty Motor No. 2 by 23 points, which set the stage for a re-match between these two teams for the tourney crown. (Specialty Motor No. 2 had beaten GPM earlier in the tournament by 12 points.) Mike Bird led GPM with 22, John Turner 19, Jim Gooden 18, and Royce Bradbury 11. James Moore paced Specialty Motor No. 2 with 14, Sparky Wallace 12, and Rick Wells 10.

In the final game of the tournament, Specialty Motor No. 2 whipped GPM 70-53. GPM scored the first bucket, but Specialty Motor No. 2 took the lead 3-2 and was never headed. Lester Woods led Specialty Motor No. 2 with 17, Chuck James 16, Sparky Wallace 13, Rick Wells 12, and James Moore 10. Jim Gooden led GPM with 15, John Turner 12, and Royce Bradbury 10.

Specialty Motor No. 2 was the only team to beat GPM this year, as they beat them two out of three games in the tourney. Each team has won two games out of the four times they've met this season, and will have a best-of-threegame series March 6, 11 and 13 to determine this year's champ.

GPM has a record of 11 wins, 0 losses in regular season play, and 16-2 over all (Season Champs).

Specialty Motor No. 2 has a record of 9 wins, 2 losses in regular season play, and 13-2 over all (Tourney Champs).

### Retirees found sun, fun during GE Day

Fort Wayne retirees and their spouses — 220 of them — enjoyed warm sunshine and reunions with friends Feb. 1 at GE Day in Clearwater, Fla. Elected to next year's committee were John Lare and Hubert Myers, who succeed Gilbert Bond and Nyle Redding. Don Brayer received the gavel as chairman for the 1976 Florida meeting.

### Times could be better, but until they improve, people aren't giving in

Page one of last week's GE News highlighted the views of five employees here who had something "good" to say about their jobs, the country and the future.

In this "Employees Speak Out" feature on "Reasons for Optimism," GE people are proving that despite the current hard times facing their businesses, they continue to stick to the belief that things will eventually get better - and they'll be ready to respond when conditions improve. The determination, skill and pride of the American workforce, they said, will help set things right.

More "Speak Out" responses to this topic appear on this page. These employees' comments are printed verbatim, and were randomly solicited by letters mailed to their homes. Additional antigloom-and-doom replies will be published in next week's GE News.

### 'Know-how' is greatest strength; technology will continue to grow

ROBERT R. SENESAC Quality Appraiser General Purpose Motor Broadway

"Our strength lies in our ability to meet challenges. Being a large corporation helps ride over the rough spots. But our main strength is people with know-how to maintain a quality product and meet the customers' demands for products to keep their businesses



ROBERT SENESAC

### Pride developed from united aim

BETTY J. GLENN Lead Section
General Purpose Motor
Taylor Street

"We the employees of the GE are winners now and in the future with our skills and determination working. Our inspiring leaders and united aims make us proud of a job well done. We are all thankful for our jobs, which make our future. The GE is action. The GE is where it's at."



RIDE WANTED

WAYNE Trace - McKinnie to T.S., 1st, 447-4234. TO Broadway, 7 - 3:30, 968-2253. FROM 1600 Spring St. to Bdwy., 8 -4:36, 743-8474.

FOR SALE

'67 COUGAR, sharp, good cond., 8 tr. ster. tape deck. 747-9660.
SECTIONAL, It. brn., 3-pc., living rm. 437-2292.
MOVING sale, Mar. 7, 8, 9, 1104 Stophlet St., rear.
HOME, 3 bdrm., N.E., very good cond. 485-8639.
MATTRESS, twin size, & box spring. 483-0652.

483-0652.

'55 FORD pickup, V-8, 2 new tires, btry. & paint, \$325. 672-2429 Rnk.

GARAGE door opener, elec., & 1 remote control. 657-5667 Antwerp, Ohio.

'74 HONDA, 450 cc, extra clean. 485-PUPPIES (4), Schnauzer, mix breed, 7 wks. old, \$5, 456-2331.

Please Turn to Page 4

going full force. Our marketing area can and does get us business. Our job — meet their promises to deliver on time.

"Pride is mostly an individual effort taking on many different meanings to each individual in many different forms, like being able to say I did my best today and every day, or giving a little extra effort to get us out of a hole, maybe knowing that a suggestion lightens the work load; being available every day to do an assigned job. Without this commodity, work effort is a meaningless thing; with it hinges the true meaning of teamwork which any organization needs to

"I am optimistic that any slowdown in the economy will pass and that sometimes this period gives our technology a chance to complete projects that can mean economic growth to our own and many other businesses, bringing forward surges that boost employment and pay for our many benefits."



### Sales Accounting General Purpose Motor Taylor Street are many years of valuable experience behind the company. "As a trainee on the FMP (Financial Management Program) with the General Purpose Motor Dept., I see the economic situation facing us as being a definite challenge. In my

viewpoint, the General Electric Company is very capable of coping with the challenges we

ROOSEVELT COBB, JR.



ROOSEVELT COBB JR.

### Lost business can be regained it management, labor work well

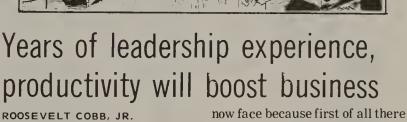


MALVIN LEYKAUF

MALVIN J. LEYKAUF Set-up and Operation Specialty Transformer

"Our strength lies in the skills of many people throughout the plants, if they are used wisely and each one of us gives just a little more than is expected of us.

"We can be proud of the many fine products we have turned out which have helped increase the scope of business year after year. We can regain much lost business in the coming years if management and labor work together and each one in management and labor knows their job and does it thoroughly, and I mean thoroughly!"



**EMPLOYEES SPEAK OUT** 

"Basically, our initial action as employees will be to continue to do the very best job possible with even more emphasis on reducing costs, for example, through the suggestion program, and by all means increase our individual productivity

"There is still good reason to be optimistic because of the abilities of leadership, and with our help of course, the state of the economy can definitely be turned

### Work together, pray for upturn

Assembler Specialty Transformer

"I myself can't see many strengths because of the personne! turnover; that can't be helped. All we can do at GE is work together and most important pray for work to improve.

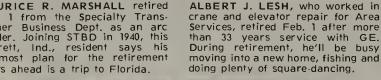
"I myself prayed to our Lord one year ago to give us more orders in American Air Filter. As of today our work has tripled in the American Air Filter area."



DON DOUGLAS

### Six retirees plan travel, leisure living

from the Specialty Transformer Business Dept. as an arc welder. Joining STBD in 1940, this Garrett, Ind., resident says his foremost plan for the retirement years ahead is a trip to Florida.







May 18 has been proclaimed

"Factory Rebate Days," a

national program sponsored by

the General Electric Housewares

Business Division to refund \$2, \$3

**DELUXE STAND** 

Features 12 mixing speeds or any speed in between.

Available in White, Avocado, or Harvest with 2 polished stainless steel mixing bowls— 1½ and 3 quart sizes.

Due to the business downturn

and need to reduce operating

costs at the Employee Store, the

small appliance and radio repair

shop will be closed, effective

Ray Fischbach, Store super-

visor, notes that all appliances which have been left at the

Employee Store for repairs will be completed before being

Repair or exchanges of in-

warranty products will continue

to be handled by the Store for the

convenience of the customer,

Fischbach says. "With the initial

failure programs now offered by

the company, permitting immediate exchange of appliances

which prove to be defective when

purchased, we'll be able to

returned to the customer.

\$31.75

**Employee** 

**Store** 

March 10.

M46WHS

Business climate forces closing

of Employee Store repair shop



Get savings, build sales

with GE product rebate

The period from March 1 to and \$5 to purchasers of GE small

appliances. The merchandise

includes Class A, Class E and

Class X eligible appliances

purchased in employee stores.

Thirty-nine models are in-

cluded in the program, coming

from all four Housewares'

product areas: food preparation,

garment care, personal care and

To take advantage of the

program, employees may buy

any of the eligible GE small

appliances, then return the model

number from the "Use and Care"

book enclosed in the package

along with a sales receipt

showing date of purchase. Claims

should be sent to the Housewares

Business Division in Bridgeport,

Conn., and postmarked by

midnight, May 18. Within four

weeks GE will return a check in

the appropriate rebate amount.

models eligible for \$2, \$3 and \$5

GE rebates, visit your Employee

Store, 1030 Swinney Ave. The

store is open every Monday

through Friday from 11 a.m. to

our customers," he points out. Appliance and audio products

that fail during the warranty

period will be returned for

repairs to authorized service

Out-of-warranty repairs of

appliances are the responsibility

of the owner and can be taken to local independent repair shops in

the area. The authorized repair

center for GE small appliances is

Patton Electric, 11400 Bluffton

Rd. B&R Electric Company at

802 W. Superior is the authorized

repair shop for GE radios and

The repair shop has been in operation here since the early

1950s. It was one of the first to be

established in the company, and

is one of the last to be closed,

other audio products.

centers, Fischbach adds.

For a complete look at the

time information.



Hunt

that retirement time is here.



Macy

MILDRED L. WALKENSTINE, tester for the General Purpose Motor Dept., retired Feb. 1 after a General Electric career that dates back to 1946. She's looking forward to retirement, and says she plans to "take things day by day."

Ind., resident who worked in the Northrop plant of the Technical Resources Operation, retired Feb. 1 after 33 years of GE service. During retirement, he'll spend time at the Antler's Club near his home.

SAMUEL A. MACY retired Feb. 1 as supervisor of methods and work measurement in the Specialty Transformer Business Dept. Joining the company in 1942, he says he'll play some golf and "do what comes naturally" during his retirement.

### Correction

BRUCE CURLEY, a GPM retiree, wrapped up 47 years service Jan. 1. The News accidentally printed 37 years in announcing his retirement.

### Reaches 40 years



JAY J. RIPPE Hermetic Motor

Continued from Page 3

BOWLING balls (2), bags, & shoes, \$5 ea. 745-9168. ea. 745-9168. GAS conversion burner, 18,000 BTU, \$60. 456-8300. ANTIQUE porch posts (2), \$5 ea. 456-

ANTIQUE porch posts (2), \$5 ea. 456-8170.

COATS, (2) women's, winter & spring, sz. 14 & 16. 485-3394.

QUARTER horse, green, broke, \$200. 484-7868 aft. 6.

FISH & ski boat, 115 Johnson, Gator trir. 447-2048.

CHAIR, tilt-back, w-ottoman, \$40, other chairs. \$15. 456-4851.

TIRES (2) A78-13, mounted on Vega rims, ex. cond., \$25. 449-1663.

DRESSER, white, pr., \$25. Maple coffee table, gl. top, \$20. 483-6150.

BEAGLE, 9 mos. old, male, has all shots, \$10. 493-1235.

TAPE recorder, reel-to-reel, complete. TC-540. 637-3087.

BOAT, 16', fiberglas, A-1 condition, \$250. 456-3910.

GOLF clubs, Wilson, Sam Snead, Real boats, and Spead, Rest 2745-2720.

\$250. 456-3910.

GOLF clubs, Wilson, Sam Snead, Blue Ridge, bag & cart. 745-3720.

TIRES, snow & others, fits '70 Duster, good, cheap. 433-5413.

HEATED garage sale, 3619 Grayston, 12-6, Mar. 10.

WHEELCHAIR, steel; adult walker; bar stool. 456-3115.

COLOR TV console, GE, AM-FM, stereo phono, reas. 824-4188 Bluffton.

Bluffton.

AQUARIUM, 30 gal., all glass comp., equippped & stand. 749-4254, STEREO equip., speakers, amp. receiver, all or part. 485-6001.

BIKE, 10-spd., man's. Waterbed & frame. '74 Dodge van. 447-4461. '63 GRAN Prix, PS, PB, air cond., make offer. 745-0071.

TV (2), B&W; sofa, sofabed, chairs. Stauffer couch. 434-0553. '62 BUICK LaSabre, runs good, \$65. 447-4344.

ORGAN, combination chord &

447-4344.

ORGAN, combination chord & manual, Sears, \$100. 747-2054.

HONDA trail bike, 72 cc, 550 miles, street legal, \$200. 747-9606.

'68 BUICK Riviera, clean, sharp, loaded. 456-2638.

'74 HONDA, 200 cc, \$800. 665-5948 Angola anytime.

TABLE, Duncan Phyfe, drop leaf, \$35. 421-9408.



### Alley Chat **Debbie Bowers**

Another Cardone's free Italian dinner was given away this week to Rich Warren of the Sunday St. Joe Mixed League for his marvelous 236 game. His series totaled 605. Bill Wright of that league registered

Jerry Stewart lacked four pins of rolling a free Italian dinner score in the Monday Night Office League. He did, however, capture the current league high game with his 256. Dick Wells of that league rolled a 216, Gary Sykes a 214, Dick Hunnicutt 213, Bill Kumfer 211, and Ken Bainbridge a 209 and 203. A 205 was scored by Paul Long, Henry Helberg hit a 204 and 203, Cal Mansfield and Warren Wickliffe had 202's and Bill Hattendorf a 201.

A 615 was scored by Bob Goodman of the Small Motor League, including games of 245, 187 and 183. Harold Somers hit a 223 and 202, John Rinewald a 215, John Hunnicutt and Denny Barnes 213's, Carl Turner a 205, George Cooper a 202 and Joe Kramer a 200.

Duke West's 226 and 605 tally led the scoring in the Thursday Owl League, followed by Dick Meese's 216, Mike Hamman's 202 and Gene Edward's 201

The Apparatus League reported Gus Karnes rolling a 209; Bill Roach hit a 207, Don Greenler 206, Harold Buell 204, Al Arlic 201 and

F. Christenson was top bowler of the Friday Taylor Street League, rolling a 227. Ron Gibson wasn't far behind with his 224; Chuck Morkoetter had a 213, Rick Myer a 207 and Maury Siples a 204.

Other big scores this week include Dave Myer's 243, Courtland Anderherg's 215, D. Figert and E. Wager's 209's, Gene Volkert's 207, C. Cochren's 206, Larry Grenert's 202, and 201's by Bob Hunt, Clarence Beidenweg and Richard Evans. (R. Evans also picked up that tough 6-7-10 split.)

Elsie Oliver scored big this week for the women with her 214 for a 564 series. Also, Sue Eme scored a 190 for a 520 series and Esther Walker picked up a 3-7-10 split.

We want to mention that some of our Club bowlers are making headlines at the big tournaments, too. In fact, five of our bowlers are in first place of their class in the ABC National (Scratch) Bowling Tournament at Dayton. With a 2,791 total, their scores were: Terry Dorman, 580; Jerry Shatzer, 578; John Stark, 550; Ralph Hill, 545, and Howard Baker, 538.

And in the National Dayton Industrial (Handicap) Bowling Tournament, five GE men are holding fifth place with a 3,068. Their totals were: George Haggenjos, 556; Gary Sykes, 560; Dick Parlow, 573; Henry Vance, 547, and Woody Shure, 511. It's great to have them representing us so well!

### Senior Citizen's bowling open

Due to the hard work of some ambitious retirees, the GE Club Senior Citizen's Bowling League is booming! There were ten alleys of bowlers last week, and there's still room for more.

Retirees and their friends who are at least 60 years old can join in the fun every Thursday at 1 p.m. As well as a good time, they can enjoy the special bowling rate of three games for \$1.

| COPY machine, \$15. Countertop dishwasher, \$25. 747-4092. |
|--|
| RANGE, elec., works good, \$45. 486-                       |
|  |
| 1971.  |
| ORGAN, el., 2 keybds., pedals,                             |
|  |
| church type, ex. cond., \$300. 484-                        |

A251.
COFFEE table, glass top, Duncan Phyfe, \$25. 484-5030.
DAVENPORT & chair, like new, green. 439-0092.
BOWLING ball & bag, 10 lb., good cond., \$6. 627-2429 Grabill.
BDSPRD., royal blue, twin, \$4. Blue drps., 63", \$4-pr. 744-9479.
OIL tank, 275 gal., w-gage & legs, good cond. 434-0963.
WOOD, dry ash, \$20-rank, pick-up; \$25-del., East end only. 485-3853.
'65 PONTIAC wgn., PS, V-8, 326, needs body work, runs good, \$125. 456-8841.
FURNITURE, bdrm., 3 pcs., mat-

FURNITURE, bdrm., 3 pcs., matching blond. 456-2645.
BIKE, 36" girl's, great cond., \$30. 432-6703.

GUNS, muzzle loader, varmit rifle. 485-8106. trap gun,

### WANTED

CHILD care, meals, fenced yard. 743-MARTIN house, aluminum. 456-4079

TRADE gas heater for fuel oil heater. 745-1645 aft. 4. USED fleetside truckbed to fit '67 Chev. truck. 749-4485. PUMP, 2-stage, jet well. 489-9413.

FOR RENT

LOWER 5 large rms., carpet, appl., basmt., gar., adults. 432-3445.

### FREE

BABY mattress, bathinette, bumper pad, 2 old stools. 749-0298.

MALE, ½ Irish Setter, & Lab., to good home, black. 443-7373.

| ☐ For Sale * ☐ Wanted ☐ For Rent * ☐ Free ALL ADS MUST BE PRINTED ☐ Riders Wanted |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

form; don't include spaces. Print phone number only on line indicated. Property advertised must be available without regard to race, creed, national origin or sex.

| Name                                  | Bldg                             |
|---------------------------------------|----------------------------------|
| Home Address                          | Pay No                           |
| Phone                                 | GE Ext                           |
| The item(s) referred to in this ad is | are in no way connected with any |

business venture GEN Form A 2 Signature

### Insurance claims due!

continue giving good service to according to Fischbach.

Employees are reminded that March 31 is the deadline for

submitting their 1974 insurance claims.

As the last-minute rush to file claims begins, some delay in payments should be expected. To prevent excessive waiting periods, of course, GE people should be certain that all claims submitted to the Insurance Plan are accomagnied by the proper form and information supplied is complete and accurate. Unsigned claims will be returned, adding to payment delays.

Off pg. 3: more discuss 'Reasons for Optimism'

FORT WAYNE

FORT W

March 14, 1975

### Call it community concern



READY TO SERVE EMPLOYEES. Lois Turrin, Hermetic Motor, has been elected chairman of the Employees Community Services Fund for 1975. She'll serve with Technical Resources' Bob McGregor, vice chairman, center, and Mike Andes of Specialty Motor at Broadway, who was named secretary. Ballots were cast by ECSF board members.

### 

"SUCCESS IN THE FACE OF ADVERSITY" was the theme general manager Dave Gifford chose to best describe the performance of Specialty Motor Products Dept. employees in 1974. In recent meetings with exempt and nonexempt people, Gifford complimented department men and women for their conscientious work last year and outlined market forecasts, challenges and needs for the remainder of 1975.

### **SMPD's Gifford reports**

### Market share, earnings, cash flow up, sales down in '74; uncertainty in '75

As general manager Dave Gifford met with exempt and nonexempt employees from the Specialty Motor Products Dept., he said he had reviewed several themes to best describe the department's performance and state of the business for 1974.

He rejected "from the heights of glory to the depths of despair," he said, because although sales volume did fall slightly last year, SMPD employees "did a real super job" in performance measurements such as inventory control, cash flow and market share. He said, too, that 1974 could have been called "a year of contrast," since the year began with a struggle to locate and buy

materials, and then ended with a push to reduce them and trim inventories. Still another contrast was in the skyrocketing rate of inflation, which far exceeded any economic expectations made in 1973.

Gifford did present a theme, however, which he said best summarizes 1974 results — "success in the face of adversity."

SMPD sales were two percent under budget last year, the general manager told employees. "The markets fell out from underneath us," he said. "Just on the basis of market decline, there was a \$17 million potential loss in sales for the department."

### Some Success

Despite this sobering statistic, though, SMPD people managed to increase market share five percent, earnings three percent, and cash flow an astounding 155 percent, Gifford said.

Increasing cash flow was particularly important to General Electric departments in 1974, and Gifford complimented SMPD employees for their outstanding accomplishment in this area.

### Cash Flow Essential

Explaining the importance of more cash flow to the company, the SMPD general manager noted that GE's cost to finance growth, of which Specialty Motor was a planned part, was \$1.1 billion. Then, because of the high cost of money and soaring interest rates, the idea of borrowing investment and exbecame pansion dollars unrealistic. As an alternative, General Electric operating components were told to reduce their internal expenditures to free available money.

The subject of cash flow is not one that can be taken lightly, Gifford said. He pointed to the sale of the Westinghouse Appliances Division to White Consolidated Industries as an example of what can happen when a corporation needs money to finance its business.

### Working At It

Basically, cash flow can be increased by reducing inventory, plant and equipment investments, and receivables, and

by increasing payables and earnings, Gifford explained. By following these guidelines, Specialty Motor increased its cash flow substantially in 1974.

"That's why I call 1974 'success in the face of adversity," and there's good reason to be proud of it," Gifford said.

### "A Pantsuit Year"

Turning to the business outlook for 1975, the SMPD general manager showed a cartoon slide of two women. One was dressed in a mini-skirt and the other a maxi-length outfit. "It's been said that as women's hemlines go, so goes the economy," Gifford said. "But looking around this room tonight, I see some of you are wearing pantsuits, the style that might reflect 1975. Since 1975 is to be a pantsuit year, we really don't know which way it will go."

### **Indicators Uncertain**

Several factors serve as economic indicators for SMPD business, he explained. Housing starts went from 2.4 million in 1973 to a current level of 850,000, which Gifford said was the most depressed level since 1947.

Economists predict a turnaround at the end of the first quarter of 1975, but so far, SMPD hasn't seen signals of this, Gifford added. "Once a house is

Please Turn to Page 2



GIFFORD: Specialty Motor must learn to manage the uncertainties of its business in 1975. Sales-building programs will reflect SMPD's intention "to go the extra mile to serve customer needs," he said.

### Year-long record of error-free, on-time reporting by SMPD's finance earns 'Zero Defects' award

Amid the performance accomplishments cited during the Specialty Motor Products Dept. annual salaried meetings, one received the attention of GE's Corporate Accounting Consolidation and Reporting Operation in Schenectady, N.Y.

Paul Deal, SMPD finance manager, explained to exempt and nonexempt employees that 208 components report their nonthly trial balance infornation and related financial data o this corporate office. Mistakes in happen, of course, and nevitably, some statistic or part of a report can easily be missing or incorrect.

To promote greater accuracy, the Schenectady accounting operation began a contest in 1974 to honor "Zero Defects" reports. Components were evaluated and recognized monthly and quarterly, until by year-end, only 27 "survivors" had achieved a perfect record of on-time, erroriree reports, according to Deal. Each component was asked to select four employees whose work reflected this achievement.

Three departments in the Components and Materials group nade it, and Deal told Specialty Motor employees at the salaried neeting that their department was included in this select 13

percent of all company components that successfully submitted 12 consecutive months of "Zero Defects" reports. Cronus Enterprises, Ltd. (Specialty Motor portion) and Turk GE were the other two components achieving this recognition from the Components and Materials Group.

Gil Sloan, Karen Phillips, Paul Lambert and Terry Bashelier were each presented a GE photo cube portable radio as those representatives from the Specialty Motor Products Dept. here who helped earn this corporate honor. At the time of the "Zero Defects" evaluations, Sloan was general and tax accounting supervisor, Phillips was a general accounts specialist, Lambert was a manufacturing plant specialist, and Bashelier was a foreign subsidiary accounting specialist. Since the evaluation, some of these individuals have moved on to other job assignments within General



"ZERO DEFECTS" MEANS PLENTY. Of 208 components reporting financial data to GE's corporate accounting office, only 27 had perfect, error-free records — SMPD was one of them. From left, Dwight Girod, department cost accounting manager, congratulates Karen Phillips, Terry Bashelier, Gil Sloan (seated), and Paul Lambert, whose work was considered representative of the "Zero Defects" honor.

### Uncertainties of business to be managed at SMPD

Continued from Page 1

started, remember that appliances don't go into it until about six months later, so maybe by the end of the third quarter or the beginning of the fourth we'll be affected," he said.

Consumer spending for nonauto durable goods, another indicator, is expected to begin an upswing in June. "But much of this is predicated on tax rebates," Gifford said. "And we don't know if people will take their money and go out to buy new appliances, or put it in the bank.'

Non - residential construction could also benefit SMPD sales, but in this area, Gifford showed a graph which forecast a "flat market in 1975, and it could even dip some," he said.

### Ready for Business

Overall, markets in 1975 are expected to be down about seven percent, Gifford said, but SMPD plans to hold its present market

The major problem facing SMPD is the uncertainty of the timing of economic turnaround, according to the general manager. Consequently, the department must learn to manage the uncertainties of its business, he said.

This means that manufac-

turing operations must return to the old disciplines of reduced waste, increased productivity and lower inventories. Engineering must continue to provide technological breakthroughs which enhance the value of the SMPD product to the customer. Finally, the marketing function must continue such programs as 'Spring Sprint," "Clobber the Competition" and "Take the Bull by the Horns" to reflect Specialty Motor's intention, "which truly is to go the extra mile to serve customer needs," Gifford pointed

### "XL in '75"

With those things in mind, SMPD has launched a new program with the theme "XL in 75," Gifford explained. It aims at doing just that: "Excel - do better than anyone else in providing customers with quality, service and value," he said.

The general manager concluded by telling SMPD employees that "XL" activities are already underway throughout the department's manufacturing plants as well as the headquarters organization. These activities have already received some favorable responses from sales personnel in the Components Sales Dept. in terms of quicker response to customer needs, he said.



### A first time for everything

FIRST-TIME BLOOD DONOR Bill Wilhelm, Specialty Motor, was one of 125 General Electric employees who helped make the March 4 blood drive at East Broadway a success. As warmer weather and the Easter holiday approach, still more help will be needed here. With the SMPD donor is Mrs. Ruth Brunner of the Red Cross staff.

### Accent

### Still a burning issue

Why didn't the utilities switch to coal during the oil shortage? Some did. At those power plants where the switch was practical. At other plants, the change would have involved an extensive change in boiler equipment. This would have been very expensive, and probably wouldn't have been finished in time to help out during the oil shortage. Also, in many cases, state and local air pollution laws regulate the use of

Why did some electric utility companies raise their prices at the same time the oil companies did? Some utilities burn oil to make electricity. (About 17 percent of our electricity is produced by burning oil.) When the cost of oil went up, the cost of making electricity went up. Most states allow the electric utilities to pass on any decrease or increase in fuel costs to their customers. (The above questions and answers reprinted from General Electric ad in the December 1974 Readers Digest.)

### Drop in the bucket?

If the drip from that hot water faucet doesn't keep you awake at night, maybe the money you're losing by not fixing it will open your eyes. A leak of only one drop a second can lead to a loss of 700 gallons of hot water a year!

### Decorate for warmth

Feeling the urge to tackle some home improvement projects this Spring? If inside painting is one of them, make sure you paint your radiators with a special radiator or enamel paint. Metallic or flat paints cut efficiency 25 percent.

### **Donate blood** March 25 at Winter Street



### Giving scrap the 'brush-off'

A MONEY-SAVING THOUGHT came to Dave Wilkin, a set-up man in General Purpose Motor's Broadway plant, and a suggestion award of \$170—his largest—came to him, too. Working on a coil-forming machine, he saw that a six-section molded brush used to remove insulation on the ends of coils could replace five-section brushes, making the operation more efficient and eliminating the need for add-on brushes, which were consequently scrapped after their use.



### Computer works both ways

A TIME-SAVING IDEA was worth \$115 for Annette Richardson, a billing clerk in the Technical Resources Operation's Wire Mill. Because of the variety of sizes and specifications of wire sent to customers, employees had to define exact types and cost when some were returned. The TRO suggester noted that computer programs used to bill and ship wire to customers could be used for this purpose.

RIDE WANTED

SOUTH Wayne to Bdwy., 7-3:30. Ext.

FOR SALE

ANTIQUE round oak table w-3 leaves, \$285. 430-7973.
WIGS (2), blonde, 1-shldr. length, 1-gypsy shag. 744-0735.
AIR cond., room size, 8000 BTU. 456-UTILITY trailer, 2-wheel, steel, \$135. 489-4862. BIKE, 10-spd., man's. Waterbed & frame. '74 Dodge van. 447-4461. '70 MAVERICK, 3-spd., 6 cyl., must sell. 749-9089.
YAMAHA RD 350, red, 2-cylinder, \$1000. 622-4338 Ossian.
SKIPJACK w-25 h.p. O.B. Will trd. for canoe or rowbt. 627-5128 Leo. GOLF clubs; steel jack post; glass top table; chair. 483-8874.

top table; chair. 483-8874.

STEREO tape player, AM-FM radio unit, \$70. 744-1069.

'72 SUZUKI 500 cc, ex. cond., low mileage. 693-2426.

GRADER blade, 7', 3-pt. hitch. 244-5095 Col. City.

BIKE, 26", girl's, 3-spd., 1 yr. old, \$45. 456-4392 aft. 4.

PUPS, AKC, grand champ sired, \$50. 747.0919.

LAMPS, 2 table, 1 tall table, 1 bridge. 745-4667.

MOVIE projector, like new. 744-2592.
BEDSPREAD, king size, burnt orange & gold, \$25. 747-5561.

BIKE, 10-spd., French, luged frame, \$100. 432-2354.

CHAIRS, antq. ladder-back. Iron baby bed; old buffet. 745-7883.
GLASS shelves, 1/4"x21"x5", \$.50 ea. 637-6463.

GLASS shelves, 1/4"x21"x5", \$.50 ea. 637-6463.

WASHER, small, apt. size, automatic. 743-8206.

AFRICAN violets. 447-2760.

FIREWOOD, \$15-rank & \$5 delivered. 1-723-5460 S. Whitley.

DRYER, electric. 745-3930.

END tables (2), 2 lamps, 1 coffee table. 745-5235.

BOX spring & mattress, dbl., ex. cond., \$20. 432-3858.

SAFETY shoes, men's, new, GE, 6D. 483-7097.

'73 KAW., 350, 3 cyl., like new, \$675.

'73 KAW., 350, 3 cyl., like new, \$675. 447-4612.

447-4612.
WOOD, dry ash, \$15-rank, pick-up; \$20-del., East end only. 485-3853.
ACRYLIC tube paint, 30 lg., most tubes full, reas. 747-6607.
JOHNSON cap for 8' box pickup truck. 432-2229.
HORSE, saddle, bridle, blanket, good cond. 625-4920 Arcola.
PORTABLE TV cart, walnut w-gold trim, 25½ wide. 447-5803.
'73 PONT. Cat. PS. PB. 16,000 mi.,

'73 PONT. Cat., PS, PB, 16,000 mi., \$3200. 747-2054.

VANITY, 36", w-white, gold marbled sink. 483-8452. TRAILER hitch for Chevelle, 441-9143. for Chevy or

GAS range, Tappan, like new, \$65. 745-3907.

SHOES, 1 pr., boy's, sz. 7C, like new. 925-3086 Auburn.
BABY bed & mattress, \$20. Nursery lamp, \$5. 748-1238.
STORAGE shed, 7x10, w-wood floor, reas. 489-5125.
ESKIMO Spitz, full blooded, female, 2 yrs. old. 639-3351 Mnrvl.
TENNIS shoes, men's 9½M, \$3. 745-2121.

SKI boots, Rieker, 6XN, never worn. 447-3067. SHOES, women's, bowling, sz. 7N, like new. 432-4847.

'71 T-BIRD, fully equipped, perfect condition. 449-1941 aft. 6.

DINETTE set, 5-pc., Spanish, ex. cond., \$125. 745-0347.

SWIVEL rocker, tiltback chair, wottoman, \$30 ea. 489-3218.

THREE wheeler tri-cart, \$300. 627-5393

'67 COUGAR, sharp, good cond., 8-tr. stereo tape deck. 747-9660. '64 GMC pickup w-36 spd., new tires, \$250. 456-5952.

Please Turn to Page 4



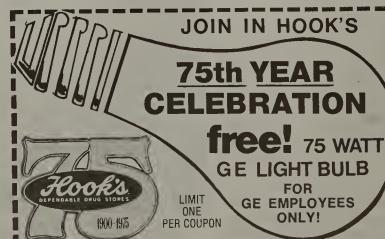
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, about the people who help make the world's most dependable compenents

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer



BRING THIS COUPON TO YOUR NEIGHBORHOOD HOOK'S DEPENDABLE DRUGSTORE

### Enthusiasm still strong

With the country in the state it's in, how could anyone possibly be optimistic about anything today?

If you've asked yourself this question, you've underestimated the determination and pride of your fellow employees at General Electric. Sure, times are tough right now, but GE men and women are banking on their skills to help turn their businesses around.

The verbatim responses on this page mark the conclusion of a three-part GE News special feature in which 16 employees have been "speaking out" on reasons for optimism.

### GE has 'pulled through' in past, will do it now; rebate good idea

LINDA DAVIDSON General Clerk Technical Resources Wire Mill

"As a GE employee I am proud of the fact that General Electric has always managed to pull



LINDA DAVIDSON

MICHAEL HARRIS

Press Operator General Purpose Motor Winter Street

"(Our strengths are being)

dependable, getting the unit to

the customer on time, and ex-

perience, learning from our past

mistakes to do better the next

"I think we can be proud that we are the leaders in the electric

"I see no reason for optimism.

The government has been in-

flating the economy since 1930

and it can't go on forever. There

has to be a crash and Depression

sooner or later, and I'm not so

sure it isn't going to be sooner.

We tried wage and price controls

once and they were a dismal

failure, and yet senators and

Can be proud of GE as leader,

but government hurting optimism

them again.

through the tough periods in the past and come back stronger than before. I sincerely hope this time to be no exception.

"Not going through a Depression myself, the all-of-asudden layoffs at GE and elsewhere have certainly put a scare into me. I feel now is an important time for managers and their employees to work together on money and time-saving ideas.

'General Electric announcing the rebate on small household appliances seems to be a step upward. By GE doing this, maybe it will encourage the public to buy more of our products, and therefore may help some of our employees keep their jobs.

"Working in the Wire Mill, I am glad Tecumseh has ended their strike as this should certainly help our business. In general, I wish the housing industry to pick up so we could begin to have General Electric back at full

congressmen are saying we need

"On second thought, I see one

ray of optimism. That is the few

people pushing for a return of the

gold standard. We have to return

CARL PLATTNER Leading Operator General Purpose Motor Winter Street

competitors.

"For the time being we must



### Customers' experience with GE means sales as business climbs

"I think that we as employees can meet this challenge by producing better motors. By this I mean we must cut repair and scrap costs. Our customers will come to us when business improves, and it will, because they know from experience that GE builds better motors than our

continue to improve our quality

### People make up pride; electricity need aids future

THOMAS TITUS Requisition Specialist General Purpose Motor Winter Street

"The creative, flexible, reliable people that make up our work force is the source of both our strength and our pride. We realize that productivity and good customer service make up the backbone of all business success. Our creative talents for finding new materials and better ways of doing things will enable us not only to survive, but to grow our business and job opportunities.

"Increasing our reliability as an 'on time' source of quality products at a fair price is the way we are going to keep the jobs we have; and then, increase the numbers of those jobs.

"The energy crisis that is the source of many of our current economic problems ultimately result in a real opportunity for us and our company's business future. The No. 1 energy medium of tomorrow is electricity. Whether generated by atomic power, fossil fuels, solar energy, wind power, or some yet unknown means, it will be consumed as electricity. We will be here to design, produce and market the hardware to create, transmit, and utilize that electricity.'



and believe that the time will

come in the near future that our

motors will sell again."



TOM TITUS

### People whose work makes GE top competitor are valued asset

ROBERT SWAAR Design Engineer General Purpose Motor Broadway

to this standard."

"This is a rather broad question that could result in a broad book-length answer. I would like to concentrate on our strengths, of which we have many — i.e., technical capability, quality wire from our own Wire Mill, a financially sound company behind us, and our employees. Yes, our people, the ones who desire to build the best motors available, motors they would be proud to put their names on, motors they would be happy to buy and use — GE motors.

"They are the employees who claim credit only for the good pieces produced and don't send the bad ones on down the line. They are the people who show up for work on time, work safely and diligently to produce the best with the least waste, and they keep their area clean. They realize that the only way we can whip inflation is to produce more and better parts in less time. They know that improved productivity is the only way that

wages can go up faster than the cost of living and thereby guarantee continuing and stable jobs. Yes, these employees who know that we have to be better than our competitors are our greatest asset. Unfortunately, the lack of such people can be a company's and even a country's greatest weakness."



BOB SWAAR

### Work with pride, meet demands of customer to help create jobs

Name Plate Maker General Purpose Motor

"In trying times such as these, it is pretty hard to paint a rosy picture, but I do believe that if we, the employees, do our work with pride and make an effort to meet our customers' demands on time, it will help to keep orders coming in and maybe therefore help create more jobs for people.

"By not wasting time and material maybe we can help fight inflation and bring prices down so people will be able to afford to buy our products.

"I feel a person should be proud of doing his job well.

"I'm sure we are all hoping to see inflation come to an end.



HARRIETT PALMER



MIKE HARRIS

### Memories to live on, futures to plan

from his job as stockkeeper in Area Services. He began his General Electric career in 1941, and now that retirement time is here, says he plans to relax and wait for the summer camping season.

WILLIAM M. ROBERTS retired Feb. 1 from stator core winding in the Hermetic Motor Operation. He joined the company in 1940 at Specialty Transformer, and plans to "catch up on all the things put off" now that he can enjoy retirement.

FORREST "RAY" ALLMAN retired from the General Purpose Motor Dept. at Broadway Feb. 1, and looks back on a GE career that began in 1929 at Specialty Transformer. An assembler for GE, now he says he'll "do whatever I like to do."







1 from the Technical Resources Operation as a machinist toolmaker major. He joined GE in 1941 at Hermetic Motor, and plans to travel toward the warm sunshine of Florida in the months ahead.

LEO ALLMANDINGER retired as a model worker from the Specialty Transformer Business Dept. Feb. 1. Joining General Electric in 1940 as an assembler, retirement will mean time to enjoy his hobbies of golfing, fishing and hunting.

**HERBERT A. HALLEY retired from** his job in the Hermetic Motor Operation Feb. 1. He joined the company in 1929 as a messenger at Broadway, and is looking forward now to spending the retirement years ahead fishing, golfing and traveling.



Allmandinger





vou can also save some cool cash

on GE and Hotpoint room air

conditioner check-ups. For the

same low price of \$13.95, a ser-

vice technician will check

temperature output and capa-

city, inspect your air conditioner

completely, clean filters and

grills, and furnish an estimate of

any additional needed repairs.

the technician will remove the

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clean the complete unit, and

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excluded) at no charge for labor.

The special price for this service

is \$33. For Hi Thinline models,

the cost is \$36. This offer is also

More information on these and

other major appliance services

can be obtained by visiting the

Newaygo Rd. facility or by

calling a GE-Hotpoint service representative at 484-9005.

Continued from Page 2

good through May 30.

For a complete reconditioning,

### Tune in a ball game, turn on the air conditioner, but have appliance ready to go when you need it

Spring check-ups for your General Electric television set and GE or Hotpoint room air conditioner is something to think about now, advises Bill Beckum, manager of the company's Fort Wayne District Product Service facility at 4632 Newaygo Rd.

In a special offer which began this week and runs through May 30, the Newaygo Rd. service center will send a technician to your home to clean the picture tube of your GE color TV set (18inch or larger), adjust the color screens and grey scale, adjust the picture tube bias and AGC, adjust the purity of the picture, and clean and lubricate the TV tuner. The price for this in-home customer service is \$13.95. Permanent cleaner installation is an additional \$3.

Special prices are also available for carry-in service on GE television sets 16-inches or smaller. While you wait, a service technician will perform the same check-up noted above for \$12 on portable color TVs, and \$9

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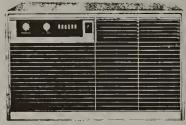
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on black-and-white models.

Should any parts or labor be necessary, the regular employee discount on parts will apply.

Before the hot weather hits,





SPRING CHECK-UPS on GE television sets and GE or Hotpoint room air conditioners are available at special low prices now through May 30 at the company's Fort Wayne District Product Service facility on 4632 Newaygo Rd.

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4. C. F. C. 12. FI WANTEE IM IS HALLMAN OOG Marris La 20 ORDER DIA-PERIODICE. BURELLC LIBERREY

ARTHUR L. BUCHWALD retired Feb. 1 from General Electric's Area Services at Taylor Street. He joined the company in 1940 as a turret lathe retirement, he says he'll take care of his gun shop.

ROBERT F. CRICK retired Feb. 1 from the Hermetic Motor Operation, where he was a mechanical in spector. He joined the former Fractional Horsepower Motor Dept. in 1940. Retirement means time to enjoy his family and do some fishing.

MARIE L. GEHLE retired from the Specialty Transformer Business Dept. Feb. 1, where she was a general clerk. She joined General Electric in 1939, and says that the retirement years ahead will mean time for relaxation and travel.





### as a coil injector. She joined the company at Taylor Street in 1943, and is making plans now to enjoy her retirement by "taking it one day at a

DOROTHY M. JOHNSON was another Hermetic Motor retiree as of March 1. A miscellaneous operator at HMO, she began working for GE General Purpose Motor in 1943. During retirement, she says she'll "take life easy" and enjoy herself.

WALTER A. HAHN retired March 1 from the General Purpose Motor Dept. at Broadway, where he was a requisition specialist. He joined GE as an apprentice in 1929. Retirement plans are simple: he'll "play each day as it comes."

40 years with GE



FRANK LEBRECHT Foreman - Winter Street General Purpose Motor

### In Memory

ERNEST L. SPARKS, 4520 Cleveland Ave., Fort Wayne, died Jan. 21. He retired in 1966 from the Specialty Motor Products Dept.

HENRY P. HAHN, 1124 Rivermet Ave., Fort Wayne, died Jan. 23. He retired in 1958 from General Purpose Motor at Taylor

ELMER I. WARNER, 1125 Lynn Ave., Fort Wayne, died Jan. 26. He retired in 1958 from the General Purpose Motor Dept.

WILLIAM H. NEWSOM, 1217 Francis St., Fort Wayne, died Feb. 7. He retired in 1964 from GPM's Taylor Street plant.

HARRY B. RICHARDSON, 11012 Keller Rd., Fort Wayne, died Feb. 9. He retired in 1973 from General Purpose Motor at Broadway.

HARRY E. MILLISOR, 6207 St. Andrews Circle No., Fort Myers, Fla., died Feb. 14. He retired in 1962 from GPM at Winter Street.

EDWARD V. BROSCH, 1325 S. 17th St., Terre Haute, Ind., died Feb. 14. He retired in 1962 from Specialty Motor at Broadway.



### Alley Chat **Debbie Bowers**

Scorer for the week is Bob Kintz of the Hermetic League with his great 245 game. Rolland Carreau of that league hit a 235 enroute to a 603 series. Doc Chapman scored a 234, Frank Dunfee a 223, T. Kraft a 214, S. Holocher 205, and D. Kissinger (alias "Henry") 200.

Ken Bainbridge of the Friday Taylor Street League rolled a big 235 and a 205 for an "almost" score of 599. Don Stapleton wrapped up a 231 and Chick Morkoetter brought home a 204.

John Jackson led the 2-Man Doubles with his 224 game, Gene Edwards registered a 223, Maurice Haines a 200, and Ken Foor 210.

Don Hoffman scored a big 608 in the Thursday Apparatus League, including games of 204, 203 and 201. Charlie Shipman rolled a 214, Herb Lauger 211, Larry Brothers 204, Dave Myers 202, Russ Roach 201, and John Lary 200.

The Wednesday Owl League reported Fred Stearley scoring a 231, John Stark 223, Denver Fisher 221, Don Lambert 214, Mike Hall 210, Virg Hiatt 209, and Terry Dorman 205.

Carl Brandt rolled the high single of 225 in the Small Motor League, followed by Dick Robert's 222, Bob Younghaus a 209, Clarence Nahrwold 207, Dick Blair 202, John Rickoff 201, and Dennis Gilday and Max Walton 200 each.

Hermetic League's T. Kraft rolled a 211, and R. Carreau hit a 202. Larry Grenert scored a 200 in the Masonic League, and Duke West led the Thursday Owl League with his 236.

REFRIGERATOR, working condition, under \$25, 483-8391.

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price. 637-5418 Auburn.
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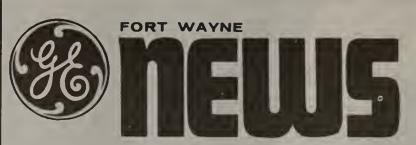
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| Continued from Page 2  | OLD rifle, any kind or |   | Labrador; & 2 kitten                       |
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AIR compressor, 485-0575. USED 2x4s & plywood. 483-0754.

### The air you breathe. Outside or indoors, GE is helping to clean it up through products that fit customers' designs



March 21, 1975

### Holiday next week!

There's a long weekend coming up! Due to the Good Friday paid holiday Feb. 28. there will be no GE News next week. The next issue will be published two weeks from today, April 4.

### GPM motors help keep gasoline fumes from air

This country's love affair with the automobile may need counseling from time to time, but it's not about to go on the rocks. For the present, people continue to drive their gasoline-consuming machines. So if America can't put the brakes on its petroleum passion, it can at least keep it

That's the feeling of the Environmental Protection Agency (EPA), which considers vapors escaping from gasoline station storage tanks a problem serious enough to warrant some kind of controls.

In response to this concern, several manufacturers across the country are working on gasoline vapor recovery systems. Their efforts not only represent an environmentally sound solution to the problem, but a new and potentially prosperous market for the General Purpose Motor Dept. here.

GPM's explosion-proof motor meets the exacting requirements of this system, and several applications are already in place in San Diego and Orange Counties, Calif., where clean air ordinances are propelling the installation of vapor-recovery

devices in service stations.

Prior to their use, hydrocarbon pollutants contained in the escaping gasoline vapors could foul the air each time a motorist put gas in his automobile's tank or a filling station replenished its

gasoline supplies. Although these

CLEAN AIR is the goal of General Purpose Motor customers who design vapor recovery systems components. Gasoline fumes are sent back to underground tanks by a snug-fitting nozzle and return pipe.

fumes contribute only six to ten percent of the pollutants in metropolitan areas, the EPA is demanding that gas stations have controls to cap these vapors in the nation's smoggiest regions by

The vapor recovery systems work on a simple balance approach. As a tanker delivers supplies or a pump operator fills a car's tank, gasoline is transferred from one area to another. The action of the liquid creates about an equal volume of fumes for each gallon pumped.

If a vapor return pipe is installed on a filling station's underground tank and hooked to the tanker truck during deliveries. vapors can flow back to the tanker and later be taken to a refinery where they can be sucked out and condensed into premium gasoline. With nozzles that fit snugly over automobile fill-pipes, vapors can be captured during the filling of a car's tank and sent back to the underground tank at the service station.

The immediate hang-up, according to GPM marketing people, is money. Although capturing vapors would stretch the quantity of gasoline, the physical job of putting this system in place is considerable. Service station owners are naturally reluctant to tear up their operation to reach underground storage tanks, and while many acknowledge the need for such equipment, the cost of installation is discouraging its acceptance.

GPM has already realized some sales from this new application for its motors, however. And once the legislative and cost hurdles can be brought down, marketing people plan to be driving along a road of sales that could stretch across the country.

### STBD power supplies are heart of air filtration

Today is the first day of Spring, and with it will follow the return of warm days and sweet-smelling air. But men and women in offices and factories, children in schools and family members in and out of shopping centers will spend most of this season inside air-conditioned buildings.

Most people don't regularly think about the air they breathe inside these concrete and steel structures, but they naturally expect it to be clean. With the help of power supplies manufactured by the Specialty Transformer Business Dept. here, two companies are "putting on airs" that live up to those expectations



O'HARE AIRPORT serves millions of busy people who don't have time to worry about whether or not the air inside the Chicago terminal is fit to breathe. It is, thanks to air filtration systems of an STBD customer.

American Air Filter Company, Inc., Louisville, Ky., and Cambridge Filter Corporation in Syracuse, N.Y., use STBD high voltage power supplies in the hearts of their electronic air cleaner filtration systems. According to Specialty Transformer marketing employees, demand for these customers' products has been strong, and indications are that it will continue to grow.

The air-cleaning business has jumped substantially in recent years as a direct result of building renovations and governmental requirements such as those imposed by the Occupational Safety and Health Act (OSHA). Disposable air filters are being replaced with new electric ones, which are more efficient and need less upkeep. These systems are also built into the original designs of new largescale construction projects. Hospitals, for example, provide an excellent market for airfiltration units

American Air Filter has been a

customer of Specialty Transformer for about 25 years. Sales and earnings reported in The Wall Street Journal Feb. 20 were about 50 percent over last year's first fiscal quarter ending Jan. 31, and according to AAF chairman and president Jesse M. Shaver, the recession thus far "hasn't had a major impact" on the company's business.

For Specialty Transformer, this business increase has been reflected by power supply sales tripling within the past two years, and the department continues to work closely with AAF personnel on scheduling and application requirements. The famous Astrodome Stadium in Houston and Chicago's giant O'Hare Airport each contain hundreds of STBD power supplies attached to AAF air-filtration cleaning systems in these buildings. In Michigan's Pontiac motor plant, several AAF systems, each about 10-feet tall, are lined up to keep air clean in a paint spray area. Cambridge Filter, an air1972, has also been showing strong gains in increased orders. Designing power supplies to meet specific requirements of this customer, Specialty Transformer

filtration customer of STBD since won the Syracuse-based firm's confidence after a competitive manufacturer's power supply units were not performing properly and affecting Cambridge Filter's sales.



INSIDE HOUSTON'S ASTRODOME, sports fans and players often feel more comfortable than they would in an outdoor stadium. Part of the reason for this is the air filtration systems, using hundreds of Specialty Transformer power supplies, built into the giant structure to keep the

### Twenty employees graduate from company's MANFAM course; grads encouraged to apply skills to meet business challenges

In late November, 20 General study program Electric managers and superintensive course which required FAM instructor, congratulated 18 Monday mornings of 7 o'clock the participants upon their discussions, presentations and up of employees representing the related assignments; and about Specialty Motor Products Dept., 75 hours of reading and home General Purpose Motor Dept., studies. The course was called Technical Resources Operation (Management MANFAM Familiarization), an overview of Business Dept., the MANFAM ment Problems Analysis (MPA) tentive, conscientious super-

Last week, Hollace McKinley, visors here chose to undertake an MPA administrator and MANclasses; 36 hours of class work, completion of the course. Made and the Specialty Transformer the company's initial Manage- graduates were called "atvisors" by McKinley.

"I encourage you to support the MPA practices you've learned here," he said. "I don't know of any other course that goes to such lengths to teach not only the theory, but also the application techniques of management." A participant in the class said the group was in agreement that the course was the most worthwhile they'd taken at General Electric, and complimented McKinley for his instruction.

About \$270,000 in cost improvements last year were generated by 12 former MPA graduates according to McKinley. He estimates that approximately 75 percent of these came as a direct result of management practices learned from the course.

Guest speaker at the MANFAM graduation was Fred Holt, vice president and general manager of the Appliance Components

Please Turn to Page 2

### MANFAM grads in good position to meet needs of GE business, says ACBD vice president Holt

Continued from Page 1 Business Division. Adding his own congratulations to the employees, he said, "I know these 18 weeks have taken a lot of personal sacrifice and time on your part, but I imagine you've received a great deal of personal

had the opportunity to take this kind of course 20 years ago. It's the kind of thing that's really 'now' for our business."

Noting the downturn in business and employment, Holt asked the MANFAM graduates,

satisfaction in return. I wish I'd "What are you going to do with all this knowledge you've acquired? The fact is that you're probably in the best position of anyone in ACBD because the management techniques you've learned should help give you new vision to solve some of the problems business faces today. We're going to end up with a lean organization, but we want it to be a muscular one.

"Industry today doesn't have enough cash," he continued. Material inflation last year was 34 percent over 1973's statistics, over \$80 million is locked up in inventories, some customers aren't prompt in paying their bills, and investments in equipment have to go down while productivity has to go up, Holt told the group.

With the theory and applications learned through MANFAM, the division executive indicated that the graduates' challenge today is to help their businesses prepare for tomor-

The 20 MANFAM graduates here are: Dick Hamilton, Gordon Walter, Tom West, Ralph Church, Woody Shure, Berdell Smith, Harold Harms, Al Hobson, Don Mohrman, Pete Peters, Tom Cussen, Mike Davich, Carl Lommatzsch, Bill Mowery, George Ridge, Ron Roth, Dick Sebold, Steve Steitz, Bob Susdorf and Ken Wyman.



THE "MOST WORTHWHILE" COURSE ever taken was the opinion of 20 recent MANFAM (Management Familiarization) graduates. Hollace McKinley, course instructor, above, encouraged the group to support the practices they'd learned. Guest speaker Fred Holt, ACBD vice president and general manager, below, added his congratulations and told the graduates to apply the new vision acquired in the course to help prepare their businesses for the future.



Elex programs planned

### Humor, music, some sound philosophy are entertainment offerings next month

showers, it should be showers of applause for the featured guests of upcoming Elex Club programs.

"Words and Music" by Rosella Corll headline the Elex Supper Program April 14. This is a comeback performance for the popular entertainer, and members who may have missed her at the March 20 Luncheon Program can catch her humor musical selections which she dexterity on the marimba and Elexers who had the opportunity miss the chance to see her again.

Tickets to the Supper Program are \$2.35 for members and \$2.85 for Elex guests. Baked chicken inspiring" by the manager of the

If April brings any kind of quarters, scalloped potatoes, Memorial Coliseum, and "a salad, green beans, rolls, a beverage and cheese cake for dessert will be served between 4:45 and 5:45 p.m. in the GE Club auditorium. The deadline for reservations to the Supper Program is April 8.

On April 17, Elex members are invited to bring their bosses or husbands to the Luncheon Program at Hall's Party Room, 1502 Bluffton Rd. Following a and music next month. The meal of Swiss steak, baked potato, mixed vegetables, salad, plays with fascinating speed and rolls, beverage and cherry pie, guest speaker The Reverend vibraphone are varied, and some Phillip Philbrook, pastor of the First Baptist Church in Fort to see her first performance have Wayne, will be mixing humor, already indicated that they won't human interest and sound philosophy.

He has been called "well informed, witty, enthusiastic and humorous speaker with a relevant and directly presented message" by Bob Sievers of radio station WOWO. The luncheon begins at 11:30, and tickets are \$3 each. Reservations must be made by April 10.



### Friends, food and fun

SHARING SOME TIPS ON POTLUCKING, Fred Crickmore, seated left greets Arnold Schieferstein with a friendly handshake and a "welcome aboard" smile at the March 11 Pensioners' Potluck. Crickmore is a veteran of many similar retiree gatherings over the years, and Shieferstein, who retired in January, is a first-timer on the potluck scene. About 300 retirees joined in the fun at the GE Club.

### Local medical claims up; \$3.5 million paid in '74

The idea behind the rising costs of running a business today isn't solely limited to such items as price increases in steel or coal. Employee benefits are expensive, too, and in 1974, medical payments topped dollars paid in 1973 by nearly \$116,000 in Fort Wayne

Division-wide, the increase is even more alarming. The Fort Wayne insurance office pays medical and sickness-and-accident (S&A) claims for all of the Appliance Components Business Division except Morrison, Ill., and Bridgeport, Conn. Claims from the Specialty Transformer Business Dept. here are also included in the insurance office's processing responsibilities.

Last year's 40,299 medical claims totaling \$7.04 million, 4,320 new S&A claims totaling \$2.8 million, and 1,399 maternity claims totaling \$570,245 were paid out of the Fort Wayne office. In General Electric departments in Fort Wayne alone, 20,240 medical claims amounting to \$3.5 million were paid in 1974.

The division statistics, including STBD here, reflect a 13.87 percent increase in medical dollars paid and an 11.56 percent increase in S&A payments over 1973.





MEDICAL PAYMENTS totaling \$3.5 million went to employees in Fort Wayne GE departments last year. These 20,240 claims processed here reflect a \$116,000 increase over 1973 payments. Division-wide, medical and sickness-and-accident claims jumped even higher.

### **SMPD** closes 33-frame line; not price competitive here

production of 33-frame motors and transfer the product line to Jonesboro, Ark., it was announced today by Don Bussick, appliance and specialty operation manager.

The decision to close the Bldg. 12 operation follows an announcement to employees in January that the product line transfer was under consideration, pending the completion of certain manufacturing and financial studies that were underway.

Placement of 48 hourly employees currently working in Bldg. 12 is expected to begin next

month. Bussick said Bldg. 12 production was being phased out

because the operation has not

"We have not been able to be price competitive with the 33frame motor built here," he said. "Consequently, we feel our only opportunity to improve the 33frame business is to locate it in a facility where it will be a small part of the plant's total output and can be produced at lower

The operation manager explained that because Bldg. 12 is a small manufacturing facility with considerable overhead expenses, it is difficult for the plant to compete with firms having a larger volume of business and lower unit costs.

As examples of firms dominating the 33-frame motor business, Bussick named

The Specialty Motor Products been able to compete with firms Alliance Electric, which has Dept. in June will discontinue the having a larger share of the plants in Alliance, Ohio, Shenandoah, Va., and Puerto Rico; and General Industries located in Elyria, Ohio, and Bald Knob, Ark. "Together, these companies have over 50 percent of the 33-frame motor business, while we have less than 10 percent," he said.

> The 33-frame motor is currently sold to manufacturers of refrigeration equipment, vent hoods, micro-wave ovens, and to dealers in the after-market (replacement parts) business.

> The situation is similar to the department's experience with the vacuum blower business, Bussick pointed out. SMPD stopped production of vacuum blower units in Bldg. 12 in June, 1972, because the market was dominated by a high-volume competitor.



Vol. 57 No. 12

about the people who help make the world's most dependable compenents

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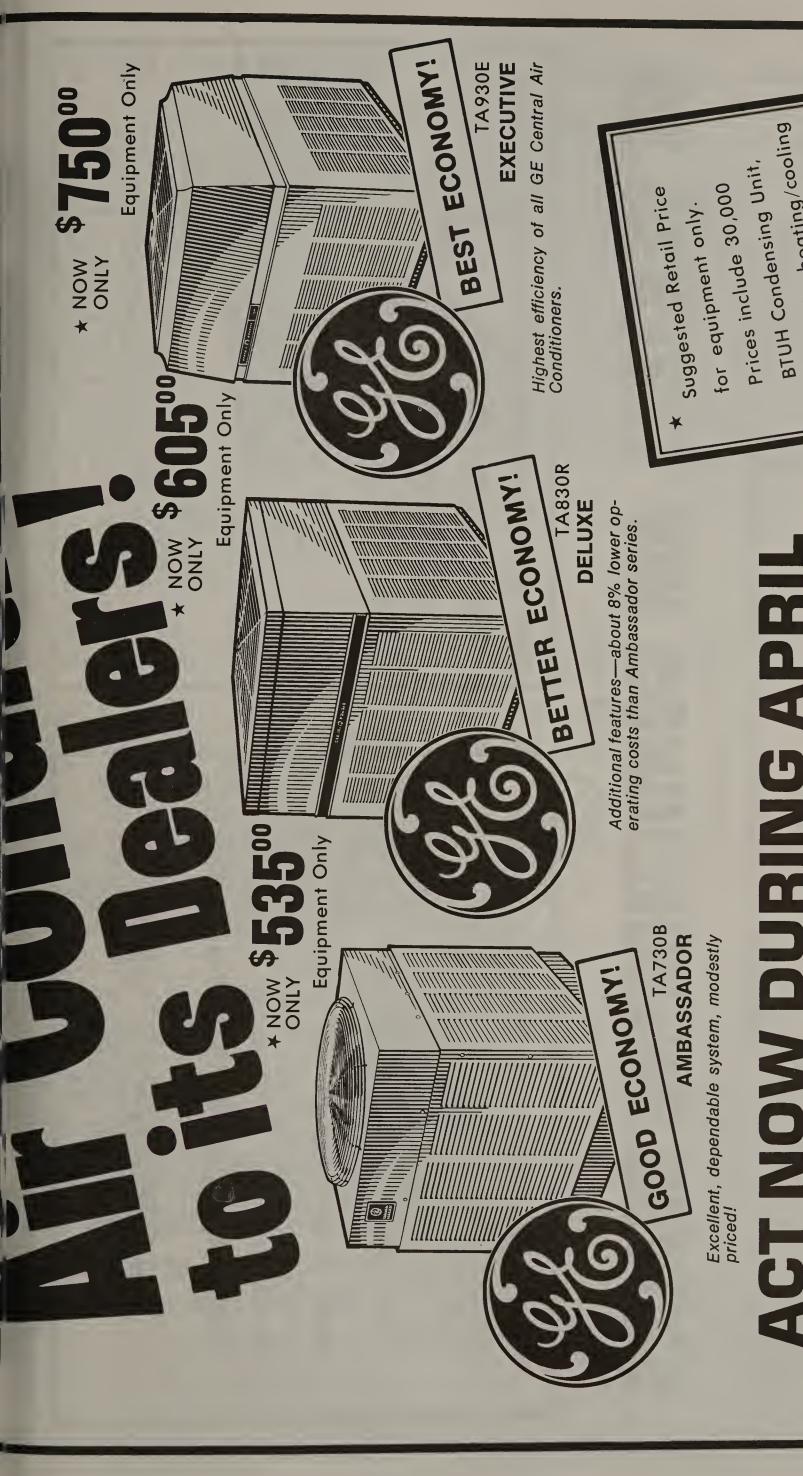
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Air Conditioning Dealer to give you his deal NOW while inventories are high and dealer installation crews have time. ing this promotion! Ask your GE Central Hot summer days are just ahead . . . be Buy central air conditioning EARLY dur-

Famous GE quality, including the exclusive Climatuff™ compressor with proven reliability, and Spine-Fint coils which eliminate dozens of brazed connections ready to relax in cool comfort indoors. that can cause leaks.

CENTRAL AIR CONDITIONING DEALER TODAY FOR A FREE ESTIMATE CALL YOUR GE

# IN ADDITION TO THE SPECIAL SPRING SALE PRICES, YOU ARE ELIGIBLE AS A GENERAL ELECTRIC EMPLOYEE FOR THE FOLLOWING EMPLOYEE COURTESY DISCOUNTS:

| TINU                 | CONDENSING UNIT                 | CC           | 110.00<br>140.00     | 48,000<br>57,000        | TA948<br>TA960 |
|----------------------|---------------------------------|--------------|----------------------|-------------------------|----------------|
|                      | עור סטבט איוו                   | (            | \$80.00              | 30,000                  | TA930          |
| Ē                    | COIL LISED WITH                 | 3            | Discount             | втин                    | Model          |
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| 0.00                 | 7.00 - 1                        | -            |                      | EXECUTIVE               |                |
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| 110.00               | 0 60,000                        | TA860        | 70.00                | 42,000                  | TA742          |
| 90.00                | 8 49,000                        | TA848        | 60.00                | 35,000                  | TA736          |
| 80.00                |                                 | TA842        | 50.00                | 30,000                  | TA730          |
| 70.00                | 6 36,000                        | TA836        | 40.00                | 23,000                  | TB824          |
| 60.00                |                                 | TA830        | 35.00                | 18,000                  | TB818          |
| \$50.00              | 4 24,000                        | TA824        | \$35.00              | 12,000                  | TB812          |
| Employee<br>Discount | Capacity<br>BTUH                | Model        | Employee<br>Discount | Capacity<br>BTUH        | Model          |
|                      | CONDENSER                       |              |                      | AMBASSADOR<br>CONDENSER |                |
|                      | EINITED TEE COOKIEST DISCOUNTS: | 1001         | E COOK               | E/VIF LOTE              |                |

### Now Available -

### **National Service Contract**

1st YEAR (From Date of Installation): Your authorized GE Central Air Conditioning dealer will provide service labor and GE furnishes parts.

NEXT 4 YEARS: Parts and service labor required as a result of normal use can be covered by GE's National Service Contract. Ask your dealer for costs and details of coverage and exclusions.

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## ENGINEERING SALES CO., INC.

REGIONAL GENERAL ELECTRIC HEATING & AIR CONDITIONING DISTRIBUTOR

4334 Ardmore Ave., Ft. Wayne, Ind. 46809

Phone 219-432-2555 for nearest dealer

### GPM 'cranks up' \$1.2 million in new business

The General Purpose Motor Dept. has received \$1.2 million in brand new business since its "Crank-Up Sales" program was launched in January. Challenging employees in its four major sales operations to "start their engines" and go after business at new accounts, 18 field sales engineers and four headquarters people have received special awards to date for bringing in new business. The local people are Bob Gebert, Bev Miracle, Dolores Connin and John Zimmer, all of GPM's marketing function.

And the \$1.2 million came from award-winning new sales gains only! Many other new sales were made which did not qualify under the "Crank-Up Sales" campaign rules for "top-notch" awards.

The \$1.2 million accomplishment is in initial orders. Annualized, the value of the new GPM business is a rewarding \$2.7 million, according to Dick Fife, manager of GPM marketing.

"This is just the beginning," Fife notes. "More orders for new business have come in during the first few weeks of March, and we hope this trend continues.

"In addition, sales representatives are busy sending us valuable information through



BRINGING IN THE MAJOR SHARE of GPM new business under the 1975 "Crank-Up Sales" campaign, Components Sales Dept. general manager Don Barlow, left, accepts a "top-notch" award — a model Duesenberg with concealed radio — from Dick Fife, GPM marketing manager. Since the campaign was launched in January, General Purpose Motor has received \$1.2 million in new business. Motor has received \$1.2 million in new business

Competitive Awareness Reports (CARs)," he continues. "In the month of January alone, we received 80 CARs describing activities of GPM's competitors."

Encouraged with 1975 results to date, Fife hopes to penetrate new

markets as well as new applications in present ones served by the department. In new business obtained since January, the department's motors are finding applications in farm machinery, irrigation systems, respirators, knitting machinery, automatic bank tellers, hydraulic



MORE "TOP-NOTCH" AWARDS found their way into the hands of GPM marketing employees, from left, Dolores Connin, John Zimmer and Bev Miracle. Not pictured is GPM's Bob Gebert, the first employee here to earn this honor. A photo of his award presentation appeared in the Feb. 7 GE News. All four employees have contributed to new business in the "Crank-Up Sales" effort.

pumps, optical scanners and and our competitors are just as wheel balancers, to name only a

"It's not going to be an easy year, 'Crank-Up Sales' in '75."

eager to increase sales levels as we are. But if we put extra effort "Now that we've got these new in all our activities of marketing, customers, our success will be engineering, manufacturing and measured on how well we serve transportation, we should do them in product quality and in on- more than earn our share of the time delivery," reminds Fife. available business — we should

### Blood drive set for March 25

Next Tuesday, March 25, is an opportunity for you to give an early Easter gift to someone you'll probably never meet — but you can bet that gift will be appreciated. The Red Cross calls it the "gift of life," and you can help put it to good use at the Winter Street blood drive.

### Free Bingo planned tomorrow at 8 p.m.

A Free Bingo will be held in the GE Club gymnasium tomorrow, March 22 at 8 p.m. Groceries and door prizes will be given away to lucky GE employees, retirees and their families.

### **RIDERS WANTED**

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279. OSSIAN To Broadway, 2nd shift. 622-

### RIDE WANTED

SHARE driving from Lake James, 7-3:30. 665-2768.

### FOR SALE

PORT. washer & dryer, good cond., reas. 672-2839 Rnk.

BOAT, 16', Rinkerbilt, 100 h.p. Merc. motor, good cond. 625-4854.

RIMS (2), 13", fit Dodge Dart, \$5. 637-3493 Hntrtn.

SLACKS, men's, new, 1 pr. 34-32, 1 pr. 34-34, \$6 ea. 723-5438 S. Whitley.

RECLINER, avocado, like new. 483-7744.

**DODGE**, V-8, 4-dr., sedan, \$75.

489.9168.
HUTCH, w-glass doors, ex. cond., reas. 432-5667.
BATTERY chargers (2), 6 & 12 volt. 489.9335 aft. 4.
BAR stools (4), maple bed outfit, ping pong table. 483-6150.
CHINA, 12-place setting, "Sango", used twice. 693-3257.

### In Memory

ERMA WERLING, 4911 Fairfield Ave., Fort Wayne, died Feb. 17. She retired in 1957 from Specialty Transformer.

HOY L. BASTIAN, 3702 Weisser Park Ave., Fort Wayne, died Feb. 17. He retired in 1953 from General Electric at Taylor Street.

CAREY L. BAKER, 3716 Northrop St., Fort Wayne, died Feb. 18. He retired in 1969 from Bldg. 19-4, Broadway.

CLAUDE HURRAW, R.R. 1, Markle, Ind., died Feb. 23. He retired in 1961 from the Specialty Transformer Business Dept.

LEWIS J. DEVOE, R.R. 1, Box 154, Three Palms, Tavares, Fla.,

MAGS (2), Cragar, new G50-15 tires, 4½" lug pattern, \$135. 422-3935. GOLF clubs, ladies, left-hand, 2 woods, 5 irons, \$18. 485-4524. MARTIN house, wooden, 13 hole, good cond. 456-4079 aff. 5.

FIREWOOD, \$15-rank & \$5 delivered. 23-5460 S. Whitley.

COATS, woman's tweed, 16½; fur trim, 20½, dry cleaned. 447-3105.

TABLE, Duncan Phyfe, opens out, w-chairs. 421-9408.

died Feb. 24. He retired from

Specialty Motor in 1973. HOMER H. ARCHBOLD, Ossian, Ind., died Feb. 26. He retired in 1958 from the General Purpose Motor Dept. at Taylor Street.

KENNETH P. FISHER, Lot 21, Walls Tr. Court, Huntington, Ind., died Feb. 27. He retired in 1969 from Specialty Transformer.

LYDIA M. SCHNITT, 5822 Rothman Rd., Fort Wayne, died March 1. She retired in 1949 from General Electric at Taylor St.

JAMES O. ROBINSON, 2815 Sherman St., Fort Wayne, died March 2. He retired in 1960 from General Electric at Taylor

JESSE A. OMSPAUGH, 3506 Miami Lane, Fort Wayne, died March 5. He retired in 1951 from Specialty Motor at Taylor Street.

VIRGIL B. CONRAD, 505 South Wayne St., Angola, Ind., died Feb. 15. He retired in 1969 from

| For Sale *  Wanted #ADLETS Ride Wante  For Rent *  GE NEWS BLDG. 18-3 Lost  Free ALL ADS MUST BE PRINTED Found   |   |   |                            |                             |                   |     |    |             |              |            |             |                  |                         |                                    |                  |           |             |      |
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| Friday. Submit <b>only one per issue</b> , using one letter or number per box on form; don't include spaces. Print phone number only on line indicated. Property advertised must be available without regard to race, creed, national origin or sex. |   |   |                            |                             |                   |     |    |             |              |            |             |                  |                         |                                    |                  |           |             |      |
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### Business reviews held with unions at SMPD

LOOKING AT THE FACTS, Specialty Motor Products Dept. general manager Dave Gifford met with representatives of IUE Local 901 and IAM Lodge 70 for state-of-the-business reviews and discussions of IAM Lodge 70 for state-of-the-business reviews and discussions of challenges which lie ahead in 1975. In TOP PHOTO from left are Bob Dunderman, IUE Local 901 president; Mike Mangan, negotiating committee member; Gifford, and Local 901 business agent Jim Daughtry. In BOTTOM PHOTO, Gifford talks to, back rows from left, Bob Mosshamer, IAM Lodge 70 negotiating committee chairman; and negotiating committee members Bob Pion, Tom Johnson and Nick Chester; and front row from left, Bud Curtis, Lodge 70 president; negotiating committee member Don McCrea; and Frank Conley, employee relations manager for Specialty Motor. These reviews were part of a series of meetings department general managers in Fort Wayne General Electric have been holding with representatives of both unions. holding with representatives of both unions.

### For your next purchase

### New address announced for GE Factory Rebates

General Electric's Housewares Business Division Factory Rebate Days, which began March 1 and will run through May 18, are attracting the attention of shoppers looking for quality products at excellent values. Purchasers of 39 GE housewares models receive \$2, \$3 and \$5 cash rebates by sending the appropriate proof-of-purchase material to General Electric.

The address to which value shoppers send this material, announced in the March 7 issue of the GE News, has been changed. Rebates, of course, will be sent to those people who have already requested them from the initial address, but in the future, proof-ofpurchase material should be sent to:

> GE Factory Rebate Days P.O. Box 1626 Elm City, North Carolina 27898

To receive the rebate after purchase of an eligible model, a buyer need only return the dated sales receipt, together with the model number from the Use and Care booklet included with the product, to the Elm City address

The 39 models included in the program come from all four Housewares product areas: food preparation, garment care, personal care and time information. For a complete look at the models available, visit the Employee Store, 1030 Swinney Ave.

### Annual Fishing School begins after Easter

Employees are reminded that begins at 7:30 p.m. Comthe Annual Fishing School sponsored by Main Auto Sport Shop is set for April 3, 10 and 17 in the GE Club gymnasium. School

plimentary tickets are available at the Club or at Main Auto. Tickets purchased at the door will be 50-cents.



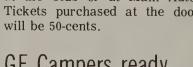
GPM avenged its two losses at the hands of Specialty Motor No. 2 in the post-season, post-tourney playoff, winning the first two games of a best-of-three series.

The first game found GPM winning 79-72. The game was tied twice and changed hands twice in the early going. GPM got the lead 8-6 and led the rest of the way. The score showed GPM leading Specialty Motor No. 2 by 23-10 after one quarter, 41-27 at half, 55-43 at three quarters, and the final 79-72. Specialty Motor No. 2 had cut the lead to only six with one minute to play, but GPM's excellent free-throw shooting prevailed. GPM hit 28 shots from the field and eight out of twelve free throws.

GPM was led by John Turner with 23 points, Royce Bradbury 19, Mike Bird 13, Herm Williams 12, and Jim Gooden 10. Specialty Motor No. 2 was paced by James Moore with 19 points, Lester Woods 17, Ron Stewart 16, and Rick Wells 10.

The second game GPM again led all the way winning 75-64, the closest score being 50-45 at the end of three quarters. In this game Royce Bradbury led GPM with 26 points, John Turner 16, Jim Gooden and Herm Williams each adding 12. Lester Woods led Specialty Motor No. 2 with 18, James Moore 17, Chuck James 14, and Ron Stewart 10.

Congratulations to both teams for their excellent efforts. And to the rest of the teams, better luck next year!



### GE Campers ready for mid-April outing

Members of the GE Campers Club will camp at Pic-a-Spot Campground during the April 12 weekend. The campsite is located west off State Road 13 at 200 North, a few miles north of old State Road 30. A potluck supper is planned at the shelter house Saturday night. All are welcome.



Continued from Page 3

MAGS, Keystone, 14" & tires, \$25-set

MAGS, Keystone, 14" & tires, \$25-set of 4. 483-8378.

BIKE, girl's, 26", 3-spd., like new, \$45. 456-4392.

BOAT, 12', fishing, & oars, alum., \$100. 484-6357 a.m.

WALKER, strong, aluminum. Bar stool w-back. 456-3115.

'72 GREMLIN, 3-spd., air, new tires, 6 cyl., best offer. 483-1019.



Floor Component

FM/AM/FM Stereo

**Automatic Changer** 

Cartridge Tape Player,

and Matched Speakers

center that includes a beautiful free-form stand.

A unique, free-standing floor component stereo entertainment

Receiver, 8-Track



**SAVE \$90** 

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QUANTITY

Regularly \$359.95 SALE PRICE \$269.95

Courtesy discount: \$55

### **EMPLOYEE**

 Auto or manual tape programming
 Jacks for 4-channel decoder/ amplifier, optional accessories

- 3-position switch for combination of main and remote speakers
- Equipped for "QuadraFi" 4speaker (ambience) system

**STORE** 

STEREO radio, record player console. Rattan chr. 448-3961.
'67 CHEV. wag., V-8, PS, PB, new tires & brks., good cond., reas. 749-2408.

and two 3" tweeters

• 3-speed changer with 11" turn-

tone arm and diamond stylus

Twin speakers with 10" woofer

table, adjustable counterweighted

749-2408.
71RES (4), 6.50x13, on Ford wheels, \$8 ea. 1" mics, \$8. 432-1333.

AQUARIUMS (2), 10-gal., w-setup equipment. 747-4986.

BASEBALL, football cards, good cond., cheap! 447-5803.

'66 FORD pickup, 34 ton, good cond. 489-4374

STEREO speakers, mid-range, air susp. Poker table. 456-2555. '72 PINTO, 21,000 mi., 4-spd., \$1495.

432-2414.
WEDDING gown, sz. 7 or 9, white, \$30. 484-5030.
CYCLE excerciser. 440-1522.
'74 LEMANS Sport Coupe, PS, 6 cyl., 8500 mi., gold, \$3200. 627-5289 Grbl

Grbl.
STROLLER, Peterson, \$10. Car seat to age 4, \$8. 749-0794.
WINTER coat, royal blue-w-gray fox collar, \$30. 485-2902.
'71 MERCURY, air, 351 eng., auto., PB, PS, AM-FM stereo, \$1300. 745-1315.

1315.
GAS heater, 120,000 BTU, best offer over \$50. 745-1645.
'69 PMC, 2 bdrm., skirted, tied dwn. 489-5880 aft. 6:30.
'71 LEMANS, gold, blk. vinyl top, ex. cond. 447-3296.
GOLF clubs, men's, left-handed, \$28. 493-1617.

473-1617.
73 CATALINA, AM-FM stereo tape, air, cruise, nice, \$3100. 447-2107.
LAWNROLLER, \$15. 485-2111.
REFRIG., good cond. Bedframe. 743-

8474.

CAR seat, car bed, recliner chair. 638-4776 Yoder.

'66 LINCOLN, maroon, bk. vyl., gd. cond. mech. & bod., \$900. 440-1943.

PUPS, 6 wk. old AKC reg. Bassett. 495-7240.

'64 DODGE Dart, needs muffler, small V-8, \$125. 432-0987.

'74 CHEVY van, 350, aut. Cragar wheels, power. 744-6381.

'70 HOLLY Park, 12x60, w-tipout. 749-9089.

'65 PONT. wag., V-8, PS, 326, runs good, needs body work, \$125. 456-8841.

### WANTED

PADDLE boat, reasonable. 747-0879. BLDG. site, 5 acres West or N-West, no cattails. 622-7367. TELEPHONE pole, 25', in good condition. 639-3631. PONTOON boat, used, w-or-w-out motor, reas. 693-9271. BICYCLE, 10-spd., man's. Also beer cans to trade. 425-6421. TWO railroad ties, delivered, will pay \$15. 483-8875. WALKER, in good cond. 483-0318. SPINET piano, good, used, dark finish. 484-8246. SWING set, used, reasonably priced. 484-4391.

PADDLE bike, reasonable. 482-2196. BOAT, small, or utility trailer. 456-5952. AUGER posts (4). 897-2582 Avilla. RIFLE, 22, & pistol. 445-8453.

### FOR RENT

UPPER furnished, sharp, single. 456

4005.
STORAGE space, snowmobiles or what have you. 636-7260 Albion.
5 LG. rooms, basmt., gar., wash., dryer, close to GE, adults. 432-3445.

UPPER, very nice, close GE, 3 rms., bath, furn., gar., adults. 422-5003

FREE

GERMAN Shepherd, male. 622-4785 Mrkl.



### **Alley Chat Debbie Bowers**

Francis Nycum of the Guys & Dolls League topped the women's high single list this week with her great 206. The Friday Morning Ladies reported Joyce Lind scoring a 194, Pat Johnston a 192, Joan Baker a 190 and Sharon Barva a 180.

Five 600s made the headlines this week, with Don Stapleton from the Office League in the spotlight rolling a 233, 210 and 196 for a big 639. Dave Knepple led his team with a 215, 209 and 197 for a 616 tally. Page Churchward topped 600 with a 221, 211 and 177 for a 609, and last but not least, Gene Edwards led the Wednesday Owl League with his 601, including a 222 game. That's quite a group of scores fellas!

The Monday Office League reported Dudley Snyder claiming a 229, Bob Younghaus a 221, Bob Goodman 210, Bob Knepple 207 and 201, Carl Metker 205, Henry Helberg 202, Paul Long 201 and Dave

Gene Holdgreve's 232 topped the Small Motor League's high game list, followed by Mel Guillaume's 229, Herb Baxter's 223, Dave Knepple's 215 and 209, and George Cooper's 214. John Hunnicutt hit a 209, Don Dame a 204, Carl Brandt and Joe Kramer 202s, and Bob Younghaus 201.

Tuesday Hermetic League registered seven 200s beginning with Otis Sander's 229. Neal Conroy scored a 225, Ron Guggisberg a 214, Fred Hunter 206, Larry Hey 204, Dick Shoemaker 202, and Dave Uncapher "alias Ping-Pong Pete" a 201. Also in that league Fred Dunfee picked up a 4-6-10 split.

Wednesday Owl top scorers included Virg Hiatt's 214, John Stark's 211 and 208, Dick Powell's 205, Howard Eastes 203, and Maurice Haines 200.

Our congratulations go to Carl Minick of the St. Joe Mixed League for the high single of the week — a marvelous 256 game!

The Friday 2-Man Doubles League reported D. Figert and Gene Edwards both rolling a 215 in the Apparatus League, followed by Mery Lowden's 206 and Charlie Shipman's 202.

John Hunnicut hit a 205 and Clarence Biedenweg a 202 in the Tuesday Masonic League. And the Friday Taylor St. League boasted a 215 rolled by Fuzz Christenson, a 213 by Doyle Sheets, a 209 by Red Dillon, a 207 by Don Stapleton and a 201 by Chick Morkoetter.

Top mixed league scores include Dave Myers' 236, Jim Nahrwold's 235, Larry Steffen's 234, Joe Rice's 225, Ken Foor's 223, 222s by Arthur Dickmeyer and Tom Henning, and 220s by Jack Lesh, Steve Schultz and Rudy VanOlden. Jim Walker rolled a 216 and Rick Erck a 204 and a 203.

### **Cutting costs at Winter Street**



HENRY LISTER earned \$215 in the Suggestion Plan for his idea to order parts to repair worn stator core welding guns. Prior to his suggestion, the department would routinely order complete new welding guns when the originals became worn after use.



VERDAYNE PARNIN noted that stators improperly seated in an end turn press became damaged when the press was started. His idea to lengthen the "locating ears" which cause the stator to fall into correct position earned \$100.

### **During lunch at SMPD**

### 'Chat & Chew' puts concerns of employees across the table

Dave Gifford's sandwich wasn't exactly the fanciest lunch he'd ever eaten, and between bites, someone was always talking or asking him a question.

Why should a department general manager put up with a situation like that? Because that's exactly the way he wanted it.

Gifford's brown bag was one of 15 on the conference room table in Bldg. 4-6. The others were brought by Specialty Motor Products Dept. salaried employees invited to attend the first "Chat & Chew" session

Accompanied by section managers Paul Deal, finance; Bill Fenoglio, marketing; and Frank Conley, employee relations, and employee relations specialist Jerry Riano, Gifford responded to questions and listened to concerns and complaints of SMPD people. The general manager and members of his immediate staff talked about subjects ranging from market share and sales outlooks, to inventories and interest rates, to housekeeping problems and

'Chat & Chew' provided an outlet for two-way communication that worked, and similar sessions are planned for the near future. When this particular lunch was over, SMPD people left the table with some food for thought.





**LISTENING AND RESPONDING** to concerns and opinions of SMPD salaried employees, department general manager Dave Gifford uses new "Chat & Chew" session to foster two-way communication.

April 4, 1975



REPRESENTING A LARGE CUSTOMER of General Purpose Motor's section 14, Tony Grannan, production control manager of Jenn-Air Corporation, visited GE last week. Quality, service and price are key factors in doing business with vendors, he told employees. Flanked by Jenn-Air ventilation units at the table, the customer was introduced by GPM marketing manager Dick Fife, right.

### As well as quality, price

### On-time deliveries stressed by large customer of GPM

The next time General Purpose Motor Dept. employees grab a quick meal at a local Burger Chef restaurant, or visit the Mc-Cormick Place exhibition hall in Chicago, the Market Square Arena in Indianapolis, Indiana National Bank or the Ball State College library, they'll know

their products are at work. GPM motors are used in industrial fan and ventilation equipment housed in these buildings.

Several GPM people will also know one of the men responsible for getting these systems in place. Tony Grannan, production control manager for Jenn-Air Corporation, visited GE last week to meet with the section 14 men and women who build, bill and ship the motors used in his company's products.

Indianapolis-based Jenn-Air is one of GPM's largest customers, according to department marketing manager Dick Fife, who introduced Grannan at the employee meeting. Founded in 1947, the company grew with the post-war building boom, and from ventilation systems for restaurants, to schools, to "bid and spec" business, Jenn-Air has continued to expand its markets and capabilities over the years.

Although the GPM customer primarily serves commerical, residential and restaurant buyers, it has the flexibility to respond to special order requests. A redesign of a Jenn-Air ventilation system, for example, was contracted by the Department of Defense and is mounted on the front of a Nike

Last November, Jenn-Air reorganized parts of its business and formalized a vendor analysis program, Grannan told employees. In choosing a reliable vendor, the company considers ability to serve, help in research, and problem-solving capabilities. Since General Electric is Jenn-Air's largest supplier, employees here have obviously met these requirements.

### Living Up To It

After a vendor has been chosen, however, it must live up to Jenn-Air's expectations in terms of quality, service and price, Grannan pointed out. It was these three important areas which the customer representative emphasized in his talk to section 14 people.

"Quality isn't negotiable," he said. "There's a level of expected performance which our vendors must meet. Compared to its competitors, General Electric is above average. But being our largest supplier, it makes you our largest headache when we do find a problem with product quality.'

If something goes wrong, does GE stand behind it? How are Jenn-Air customers treated by GE if they experience a problem caused by a GE component? The answers to these questions fall into the category of service, according to Grannan. "Worldwide, General Electric service is tremendous; it far exceeds its competition. Your company has an excellent service program and it's working it well," he said.

Pin-pointing service received from General Purpose Motor, the Jenn-Air production control manager noted, "Deliveries are our biggest hang-up. We have

Please Turn to Page 2



'XL' activity: from bunnies to leprechauns

See page 2

### One suggestion nets three awards; totals \$935

In 1974 Ron Fee turned in his (see photo) about 12,000 to 15,000 was a good one, and while it had obvious value, the Suggestion Plan committee said it would take a little time to provide an estimate of the savings which would result from its use. Indicating that more would come, the committee presented a \$40 smaller diameter disc with the award to the suggester.

About six months later, an for his idea. But this story doesn't end there.

Last month, the same suggestion was reopened and the savings were found to be greater than those originally forecast. Still another award — this one for \$325 — was presented to Ron.

That's a total of \$935 for one idea. How does Ron feel about it? "That was the first suggestion I ever turned in, and it sure won't be the last. I'll tell you one thing I'm not going to stop looking for ideas now!'

In the General Purpose Motor Dept. at Broadway, Ron works with steel discs used to properly balance the position of armatures in motors manufactured there. Shaped like flattened doughnuts,

first suggestion to cut costs. It of these balancing discs are used each year.

Ron saw that after a disc was slipped over the appropriate spot on a motor, part of the broad outside diameter of the disc had no use, and the same balancing could be accomplished by using a same size center hole.

The suggestion resulted in a estimate was made and Ron substantial material savings. The received a \$570 suggestion award new, smaller steel discs were about 62 cents per unit less expensive than the larger ones formerly used by the depart-

"It's one of those things you work with every day," Ron says. "I told my boss about it and he said the department was looking for cost reductions, and told me to turn it in.

"At first, I didn't think anything would really pan out of it." the GPM suggester recalls. "Anybody can see it, and it's so darn simple. I guess that's why no one ever thought of it before. Anyway, I know the suggestion committee really put a lot of time into working out the savings, and I really appreciate it.'

After receiving the \$570

suggestion award, Ron used some of the money to buy a swing set for his four-year-old daughter. Also the father of a year-old boy, he says the money came in handy for general family expenses. The recent \$325 award will be used for a Florida vacation this year.

"No one knows a job better

than the person who does it every day, and a foreman doesn't always have time to spot the little things that might save some money," Ron says. "With the cost of stuff today, a guy can't always afford some of the things he'd like to have for his family. I think these suggestion awards are a good idea.'



LESS MATERIAL, SAME RESULT. Ron Fee's idea to use smaller balancing discs in GPM motors earned a suggestion total of \$935.



"XL DAY" at Specialty Motor last week filled Bldg. 4-6 offices with balloons, posters, prizes, bunnies, leprechauns and smiles. It was a day set aside to remind employees of "XL in '75", the department's businessbuilding theme. Secretary Ellen Durnell even passed the reminder on to general manager Dave Gifford.



JAN VENTRUELLA



JANE EBY



**ELLEN DURNELL** 



MARILYNTROENDLY







BALLOONS FLEW FROM ALMOST EVERY DESK IN BLDG. 4-6.

### 'XL Day' events

### **Bright reminders** to boost business

It was a little early for Easter and a wee late for Saint Patrick's Day, but that didn't stop bunnies and leprechauns from making an appearance March 24 in the Bldg. 4-6 offices of the Specialty Motor Products Dept.

Armed with bright yellow helium balloons, secretary Ellen Durnell and general clerk Marilyn Troendly (the bunnies), and secretaries Jane Eby and Jan Ventruella (the leprechauns), walked from desk to desk to remind SMPD people of the department's businessbuilding theme — "XL in '75" and stir up some enthusiasm by giving the employees the opportunity to win prizes.

At the end of each balloon's string was a small brown envelope containing a message. Some were simply reminders to "XL in '75" while others entitled lucky recipients to claim a gift from the employee relations office. Five GE portable radios, 10 promotional tape measures, and 15-multi-colored ball point pens were presented to Specialty Motor people on "XL Day" last

About a week before "XL Day" arrived, employees were invited to submit slogans and artwork about the department's "XL" theme. Converted to posters, these efforts decorated a hallway in Bldg. 4-6 until they were taken down and judged first by a screening committee and finally by SMPD general manager Dave Gifford and his staff. By afternoon, the bunnies and leprechauns had gone back to their desks, but while the balloons still hung in the air, eight poster winners were announced.

The contest was divided into four categories: theme most representative of "XL in '75", best artistic expression, most original, and best slogan. The winners were: Joe Donahoo, first place, and Jane Eby, second place (theme most representative); Jane Eby, first place, and Ron Wehnert, second place (artistic expression); Keith Walda, first place, and Dick Ballard, second place (most original); and Jan Ventruella and Louie Pooler, who shared first place for best slogan.

Employee Store gift certificates of \$10 for first place and \$5 for second place went to these Specialty Motor employees.

### Cure 'delivery ills' now, customer says

Continued from Page 1

demands that we think are unreasonable, too, but in today's economic climate, you can't say 'no' to an order.

"The market is down, but as sure as I'm standing here, it's going to come back up," Grannan said. "Now is the time to fix our delivery ills."

Grannan explained that his company buys GPM motors for its commercial and restaurant businesses with three basic types of orders. While motors bought on consignment are the largest part of this business, late deliveries from GE are something Jenn-Air doesn't particularly like, "but we can live with them," he said.

The second type of order follows historical buying patterns. "This is the kind of motor we bring in and put on our shelves ahead of assembly," Grannan said. These orders are preplanned, and Jenn-Air expects to have deliveries on time so the motors will be there when they're needed, he told employees.

### **Highest Priority**

Special orders, the third type of business Jenn-Air does with General Purpose Motor, is the least predictable and therefore has the highest priority, Grannan noted. "A customer calls us and says he wants something that isn't built yet, and he needs it right away. So we build a schedule around that special motor buy from your department," he explained.

"That customer asks how long it will take us to meet his order, we tell him, and he expects it to be there on that date," Grannan continued. "If we can't fill his order, our competitors will. That's why this kind of motor delivery from you is so

The final expectation a Jenn-Air vendor must fulfill is price, and Grannan told men and women in section 14 that they are competitive in this area. Saving money is a consideration which is a mutual advantage to both General Electric and its customers, he said, and added that GPM has helped his company trim costs in the past.

Summarizing performance requirements which GPM employees should meet, he concluded, "My only plca is that you do it right the first time, all the



EXPLAINING one of the modern ventilation systems into which GPM's section 14 motors are going, Tony Grannan of Jenn-Air Corporation emphasized the need for ontime deliveries to help meet

### Mid-April supper, luncheon programs top events on Elex Club calendar; kick-off sessions planned

to mark the April 14 Supper Program and April 17 Luncheon Program on their calendars now, and plan ahead to enjoy two fine entertainment packages. Several meetings are also planned this month. Here's the calendar of

April 9: Pen-El Chapter social neeting; 1 p.m, YWCA

April 11: Honor-Ettes Chapter executive board meeting; 1 p.m., GE Club Trophy Room.

April 14: Elex Club Supper Program — "Words and Music"

Elex Club members will want by Rosella Corll; 4:45 p.m., GE Club auditorium; \$2.35 for members and \$2.85 for guests.

> April 15: Partizan Chapter social meeting; 12:30 p.m., Centliver Village Apartments Party Room (Bldgs. 3 and 4), 2903 Westbrook Dr.

> April 15: Elex Executive Committee meeting; 4:45 p.m., Bldg. 18-3, conference room.

April 16: El-Par social meeting; 1 p.m., Ranch House Restaurant, 3204 North Anthony Blvd.

April 17: Elex Club Luncheon Program — The Reverend Phillip Philbrook, guest speaker; 11:30 a.m., Hall's Party Room 1502 Bluffton Rd.; \$3 for members, bosses and husbands.

April 17: Partizan Chapter mixer social program — potluck supper; 6 p.m., Pond Pavilion at Franke Park.

April 19: Elex Club volunteers entertain Byron Health Center adoptees, 12101 Lima Rd.

April t9: Elex Club volunteers entertain Fort Wayne State Hospital and Training Center adoptees, 4900 St. Joe Rd.

April 22: Elex Club Executive Board meeting and kick-off session for 1975-76 Club year; 5 p.m., Sears Pavilion (Indian Village), 1701 Bluffton Rd.; supper by reservation only.

April 28: Elex Club Executive Board kick-off session for 1975-76 Club year (second and third shifts); 11:30 a.m., 160 West St., New Haven; luncheon by reservation only.

April 28: Honor-ettes Chapter social meeting; 1 p.m., YWCA.



about the people who help make the world's most dependable compenents. Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

**EDITORIAL OFFICES:** 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

### Shoot-off determines trap & skeet champ

The GE Trap & Skeet League wrapped up its closest season with a shoot-off March 22 to decide first place. Coming out of a 14-win, 6-loss tie, the members of C. Nix's team took the league championship over G. Krotke's shooters.

The final standings for the season are: Team No. 2 (Nix), 14-6: Team No. 4 (Krotke), 14-6; Team No. 1 (Heller), 13-7; Team No. 5 (Nierman), 12-8; Team No. 6 (Rupert), 12-8; Team No. 8 (Clymer), 12-8; Team No. 10 (Schmitt), 11-9; Team No. 7 (Connett), 10-10; Team No. 3 (McGuire), 6-14; Team No. 12 (McReynolds), 6-14; and Team No. 11 (Lamb), 2-18.

An awards banquet will be held at the Three King's Tavern in Hoagland tomorrow at 7 p.m.

### GE volleyball teams in tournament battles

In the GE Club Men's Volleyball League, Charlie Shipman's team — TRO 19-4 took all challengers to win the regular season playoffs. Team members entered the championship tournament with a perfect 12-win, 0-loss record. Tied for second place are Phil Stackhouse's East Broadway team and Bill Copeland's Taylor

The remaining volleyball teams finished the regular season as follows: fourth place, TRO 19-3; fifth place, Transformer; sixth place, TRO 19-2 Office; and seventh place, The Results.

The championship tourney began March 12 and should conclude by mid-April.



### It's that time again; get out those clubs!

Get back in the swing of things! The GE Owl Golf League is now forming. Anyone interested in scored a 196. joining should attend the at 1:30 p.m. in the Club lounge. Henderson a 220.



### 'A matter of opinion' is what it's all about

SOUNDING OFF! Employees from General Purpose Motor's Taylor Street plant had the opportunity to register likes and dislikes about written and oral communication in Fort Wayne and in their work area. Salaried and hourly men and women representing a cross-section of GPM Taylor Street people gave their views of the GE News, department and area newsletters, Monogram, and informative meetings in a communication "Sounding Board" last week. At far end of the table are communicators Dick Knoph and Barbara Bugg.



As the Saturday night crowd at the GE Club cheered, you would have thought March 22 was a PBA bowling championship on television. A whopping 10 strikes in a row filled the air with tension. Then on that eleventh ball the fatal 10 pin remained standing. But a fantastic 289 was the tally for happy Dale Sowards. He rolled a super 109 pins over his 180 average (Eat your heart out, Don Johnson!).

A second exceptional score was reported by the Wednesday Owl League as John Stark slammed in a 265 game. Both John and Dale won a free Italian dinner at Cardone's for their efforts.

The Monday Office League registered a 649 series rolled by Bill Hattendorf, including games of 244, 224 and 181. A high single in that league was held by Henry Helberg with his 249, Bob Lehman bowled a 235, Joe Taylor a 220, and Jerry Stewart a 214.

Gene Bryan scored a 625 series in the Masonic League with games of 224 and 215. Clarence Biedenweg hit a 624 (games of 235 and 211) and James Sircey a 610 (games of 227 and 208).

Hermetic League's Jim Turner hit a 232, Lou Dasher and Mike Conrad 222 each, Don Hoffman 216, and Howard Baker 215.

A 639 series led the Small Motor League, scored by John Hunnicutt with games of 224, 214 and 201. He was followed by Dennis Gilday's 607 (215, 204), Carl Brandt's 602 (223, 209), and Bob Younghaus' 600 (235 game). John Thurber rolled a 221, Dave Knepple 219 and Max Walton a 217.

Ron Rubrake claimed a 235 in the Thursday Owl League, and Doyle Sheets of the Apparatus League shot a 220 and 204 heading for

Don Saylor scored big in the Friday Taylor Street League with his 254 game, missing a 600 by only four pins. William Wickliffe hit a 615, including games of 242 and 213.

Pat Johnston held the top women's score this week with her 227 for a 534 series. Maureen Rogers scored a 212 (for a 511 series), Elaine Hofacker also registered a 511 series, and Pat Johnston threw a 210 in another league. Elsie Oliver hit a big 199 and M. Rogers

The mixed leagues reported Dave Myers scoring a 247, Rudy Van organizational meeting April 10 Olden a 236, Paul Morris a 226, Ron Rubrake a 225 and 201, and John

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RIDE WANTED

**HUNTINGTON** to Broadway, 2nd shift, 356-1942.

**RIDERS WANTED** 

CHURUBUSCO to Broadway, 8-4:36. 693-2384.

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279.

### FOR SALE

'67 BUICK LeSabre, PS, PB, Air, 58,000 mi. 483-5002.
TV, color, 19", needs work, \$75. 743-

BIKE, boy's, 20", 3-spd., tr. trn. sgls., \$25. 747-6566.

### **ECSF** board meets

### **Local United Way official** explains new management

"We're doing so many things the community isn't aware of," said Tony Lufrano, director of social planning for the United Way of Allen County. Addressing a meeting of the Employees Community Services Fund board last week, the United Way executive explained, "Until a couple of years ago, we were pretty much isolated in an ivory tower. Then we took a long, critical look at ourselves to determine what impact we were actually having on helping to meet the needs of this community."

The result was a reorganization and defined structures within the United Way, according to Lufrano. Four major divisions campaign, allocations, community relations and social planning — were established to concentrate time and human resources in service areas.

Volunteers at Work

Concentrating on the social planning division, the ECSF board visitor noted that 108 volunteers are involved in his particular aspect of United Way work. These men and women are divided into two groups, Lufrano said. A voting board of 35 individuals, made up of a crosssection of the community, is the first group. It judges proposals and recommendations of the associate, or extended membership, the second group which operates at ad hoc committee

Four associate committees currently work for United Way. An inter-agency and coordination committee acts as a liason among service organizations; a problem-solving committee serves as trouble-shooters for agencies; an evaluation and

research committee helps identify needs and effectiveness of services in the community; and a community policy planning committee works to bring together planning activities of all organizations, including those outside the United Way such as the police and fire departments.

**Progressive Management** 

"Then we moved into something really significant," Lufrano continued. "It used to be that at the end of each year, we'd say that wherever we got, that's where we wanted to be. It was like shooting an arrow first and then drawing the bull's-eye around it.

"But now we have three-year work plans," he said. "We set our objectives in advance and measure priorities, tasks, responsibility, resources, completion dates and accomplishments. This management by objectives helps us establish accountability for our actions and the actions of agencies covered by the United Way." Lufrano added that this type of management was resisted by some, but is providing an accurate method to determine the United Way's role in Allen

A comprehensive Human Services Directory, an Evaluation and Research Report, and a Human Service Need Study are three key objectives of the United Way which have been planned through the management by objectives technique, Lufrano

"United Way does a lot of things all year round," he told ECSF board members, "and your support, and the support of General Electric employees, is what helps make that possible."





UNITED WAY social planning director Tony Lufrano, center, met with ECSF board members last week to explain organizational activities and the success of its "management by objectives" technique. With Lufrano in the bottom photo are newly elected ECSF officers Bob McGregor, vice chairman, and Lois Turrin, chairman.

BREAKFAST nook, Formica, mounts on wall, \$10. 441-9143.
BED, maple, ex. cond., \$10. 456-8172.
TENT, 12' x 15', screen front, \$75. Recorder phone, \$275. 749-8074.
TIRES (3), 6.50x16, 6 ply, farm impl. or trailer. 749-4130.
TYPEWRITER, Royal portable, ex. cond., \$25. 745-9918.
HAIR dryer, like new, \$14. 485-3761.
BABY dressing table, clean, \$5. 743-7094.

7094.
STOVE, gas, 30", \$50 or less. 433-5413.
'62 CHRY. New Yorker, 4-dr., HT, ex. cond., \$375. 638-4728 Znsvl.
ANTIQUE radios, battery & electric, one ea. 745-7883.
TIRES (4) Gdyr. stl. rad. FR70-15, WW, 2 w-300 mi., \$100. 747-0204 aft. 3

**SIMPLICITY** gar. tract., 2-whl., plus attach., \$50. 432-9779.

PLAYPEN, \$10. Pole lamp, 3-light, amber. 743-1064 aft. 4.
PUPS, min. Dachshund, bl. & brn., not reg., \$25. 749-9976.
GAS conversion burner, 18,000 BTU, \$60. 456-8300.
DOOR, wood, outside track, 8' x 7'9" tall. 449-1914.
CAR jack, dbl. bed, birch doors, 24 x 80, holes drilled. 489-5770.
'71 SUPER Bug, new paint, ex. cond., must sell. 485-6001.
BOWMAR MX 140 calculator, like new. 432-9871.
TIRES (2), near new, mtd. on wheel for Olds. '68, \$50. 747-6040.
HATS, beer & soda pop. 447-9928.
AUTOMATIC washer. 433-6505 aft. 5.
CLOTHING, girl's sz. 14, spring coats, shorts, like new. 447-6391.

Please Turn to Page 4

### Time to do what they like

### List of local retirees keeps growing; travel, hobbies, relaxation fill futures

DAVID A. BARTLE, JR., who was manager of the company's Apprentice Training and Manufacturing Management Programs, retired from the Technical Resources Operation March 1. He began his career with General Electric in 1936.

JOHN A. INCHES retired from the Technical Resources Operation on March I, where he was a production control specialist. Having joined GE in 1937 as a messenger in Bldg. 18, he says he'll "enjoy some Canadian fishing" during retirement.

ROBERT J. BARNES also retired March 1 from the Technical Resources Operation. He joined General Electric as a machinist apprentice in 1933, and plans to "become a beachcomber and a fisherman" and take time to relax during retirement.

MARY E. GIRARDOT retired from the Specialty Transformer Business Dept. March 1 as a specification clerk. She joined General Electric in 1952. Her first order of business now is to travel to Florida and visit the Yankee training camp.

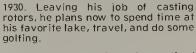
ROBERT H. JOHNSON retired March 1 from the General Purpose Motor Dept. at Broadway as an in-dustrial motor engineer. He joined GE in Schenectady, N.Y., in 1930, and plans to "catch up on homework" during the retirement years ahead.

HELEN E. KEIM retired March 1 from General Purpose Motor at Taylor Street, where she worked in stator repair. She joined General Electric in 1936, and now that retirement is here, will "relax, then do some traveling" in the future.

ARLAND W. BELL, who was a group leader for General Purpose Motor at Taylor Street, retired March 1 after 39 years of service with General Electric. In no particular hurry now, he says he'll "take each day as it comes" during retirement.

WILSON B. LAMBERT retired March 1 from the Technical Resources Operation's Wire Mill as a wire enameler. He began working for GE in 1942 in the former Supercharger Dept. During retirement, he plans to simply "take it easy day by

LLOYD V. GRIDER retired from the Hermetic Motor Operation on March 1 after a GE career that dates back to



CHARLES F. GASS retired from the General Purpose Motor Dept. at Taylor Street on March 1. He joined

General Electric in 1930, and now that he's got the time, will take a trip to Florida "and then check on the

HERBERT P. DOEGE retired from

Area Services at Winter Street as an

auto mechanic on March 1. Having joined the company in 1950, he plans now to take a trip to Florida first, and "then see the world."

MADALINE L. SHUMAKER retired

Shumaker

Continued from Page 3

CHAIRS (4), chrome, kitchen, Naugahyde covered. 747-1059.

TV, GE console, color, 21". 744-8097.

BOAT, 16', 50 h.p. Mercury, '73 top, good buy, \$1200. 485-2323.

'62 OLDS, \$150. 749-5885.

'71 SPOILER jet boat, cover & trailer. 743-7038.

POLAROLD, 360. electro-flash, plus

71 SPOILER jet boat, cover & trailer. 743-7038.

POLAROID 360 electro-flash, plus case, make offer. 456-6348.

WATER softener, Ig., 4 mos. old, cost \$689, sell \$350. 749-4501.

LIVING room suite, 2 pc., nylon, like new. Apt. washer. 429-5396.

BABY bed, new mattress. 422-7817.

BABY gerbils, \$.50 ea. 484-6970.

PUPS, AKC German Shepherd, guard bckgrnd. 432-0804.

STEREO record player, one piece, nice. 447-3105.

72 GREMLIN, 6 cyl., low mileage, good cond. 483-1019.

FORMAL dinette set, all accessories, \$189. 622-7158 Ossian.

POLAROID case, w-flash. Sump pump. 747-7847.

DAVENPORT, auto. washer, Sears organ. 747-2054.

744 MOTOR scooter, Allstate, 124 cc., ex. cond. 456-6202.

BOAT, 14', runabout, 65 h.p. O.B., trlr., skis equip., \$750. 493-3635.

70 EL CAMINO, w-cap, bl., good cond. 925-0147 Auburn.

BIKE, tandem, 2-spd., aut., met. grn., \$100. 749-2272.

RIFLE, 22 cal. 1-shot, \$15. BB pistol & rifle, \$5 ea. 432-1333.

RABBITS, 4 Ig. white, 5 small, 2 lbs.

VACUUM, Hoover Constellation, wattach. & bags. 483-4889.

'61 JEEP mail truck, runs good, \$150.

747-0384.

SHUTTERS, old, wood; alum. door, windows, screens. 749-0298.

IHC H. tractor & cultivator. 623-3269 Mnrvl.

73 YAMAHA, street, trail, good cond., 2700 mil. 425-6421.

GERBILS, male or female or pair, reasonable. 425-6421.

72 VW, \$1850. 747-9600.

GARAGE sale, all items, \$1. Clothing, etc. 3705 Trier Rd.

STOVE, gas, Sunray, \$25. '74 B&W TV, \$100. 747-9668.

CHROME slotted (4), dish rims wlugs & locks, \$100. 456-5134.

ROTOTILLER, 5 h.p., Wards. 747-4994.

4994.

FIVE chn. expert. RC model control w.charger. 483-1405.

TIRE, Firestone deluxe champ., F78-15, WW, ex. 485-5272.

'74 YAMAHA, 125, Enduro, 150 miles, \$650. 427-5848.

TABLE, chr., formica top, 32-48, leaf, store un. tbl., \$15. 485-6523.

March 1 from the Hermetic Motor Operation as an inspector. She looks back on a career that began at Specialty Transformer in 1941, and says she's busy making plans to "enjoy myself" in the years ahead.

CHESTER E. HILL also retired March I from Hermetic Motor, where he worked in press winding. He joined General Electric in 1942, and now that retirement has come, plans to "do lots of swimming and take each day as it comes."

RAYMOND P. BARWILER retired from the General Purpose Motor Dept. at Taylor Street on March 1. A painter for GPM, he joined the company at Specialty Transformer doing sandblasting work in 1942. Now he'll travel and visit relatives.

MILDRED A. WHITMER, a purchasing specialist for the Technical Resources Operation, retired March 1 after nearly 40 years service with General Electric, Retirement is time for hobbies, and she says she'll "sew to my heart's content.

LEROY SMITH retired March 1 from the Specialty Transformer Business Dept., where he was a set-up man and machine operator. He joined the company in 1941, and is looking forward to doing some fishing and taking time to relax.



Johnson

















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### Helping out for the holiday

A FLURRY OF ACTIVITY typified the Red Cross Bloodmobile visit to General Purpose Motor's Winter Street plant March 25 as employees turned out to do their part prior to the long Easter holiday weekend. Last week's blood drive was the second one held at GE here during March. The next scheduled visit of the Red Cross Bloodmobile is June 10 at West Broadway. Plan to be there.

BABY bed & mattress, hardwood, like new 456-6348.
HIDEAWAY bed, brn., cost \$300, for only \$160 cash. 489-4862.
BABY items, pole lamp, glass cabinet, coffee table 747-0035.
RANGES, 1 gas, 1 elec., \$20 ea. 432-3445

'71 HONDA 350, ex. cond., best offer.

71 HONDA 350, ex. cond., best offer. 639.3244.

FURNITURE, good cond., cheap. 749.2706 aft. 4.

DRYWALL, 5 sheets, 58" x 4" x 8", \$1.50 ea. 485-1488.

MAGS (2), Crager, Gran Prix, 15 x 6, never mtd., reas. 743-3061.

COLOR TV, GE, 21", needs work, \$30. 456-4334.

CHAIR, strong, well-built, tilt-back, woftoman. 489-3218.

COFFEE table, glass top, Duncan Phyfe, mahogany. 484-5030.

MOTOR, 6 cyl., Ford, misc. Mustang parts. 429-8572.

'69 PONT. wgn. Chest of drawers. Rabbit hutches. 447-2867.

BIKE, 5-spd., Raleigh "chopper", like new. 745-9596.

'65 CHEV.wagon, auto., PS, \$165. 456-8328.

BIKE, boy's, 20". 3-spd., like new.

8328.

BIKE, boy's, 20", 3-spd., like new, \$35. 547-4137 aft. 4.

BEDSPRD., twin. Blue pr. bedrm. lamps. 2 pr. drps., 48x63. 744-9479.

'73 MERCURY 440 Max. snowmobile, only 4 tanks of gas. 627-5128 Leo. ALUM. comb. stm. dr., 3x6-8, new orig. carton, \$20. 489-9168.

'74 JOHNSON, 6 h.p., used 2 wks., \$325 firm. 432-2414.

'67 COUGAR, PB, PS, 290 engine, good cond., sharp, \$795. 747-9660.

GOLF clubs, men's, 2 wd., 4 irons, putter, bag. 356-4256 Hntgtn.
'71 SUZUKI 125 dirt bike, good cond. 483-3064.

483-3064.
CAMERA, Argus, 35 mm., w-flash & filters. 749-5201.
'72 PINTO wagon, laid off, must sell, \$2800 or best. 925-1988 Auburn.
PLANTER, JD494, ex. cond. No. 305 mtd. picker. 419-263-2909 Antwern

mtd. picker. 419-263-2909 Antwerp.
MINI-terra cat, 5 h.p., good cond., \$150. 493-1617.

PORTABLE jumpstandards, 1 pr., 6' Holwd. bed frame. 743-8474.

GOLF clubs, 6 irons, 2 woods, cart & bag. 745-4126.

ORGAN, elec., Thomas, w-rhythm section. 749-4606.

'72 MOBILE home, Flamingo, 12x60, 2 bdrm. 482-2443.

'71 MOTOR, Evinrude, 9½ h.p., \$300 & 3-sp. elect., \$50. 747-9305.

'74 SCHWINN varsity sport, 10-spd., never used. 743-8219. INCINERATOR, gas, \$15. 743-9146. ROLLER skates, boy's, sz. 7, like new, \$15. 743-6378. COTTAGE, Turkey Lake, wooded lot,easement. 745-1070. AIRQUIPT slide holders, automatic projector. 744-6350.

### WANTED

ALUM, or f-glass fishing boat, 483-

ALUM. or f-glass fishing book. 33655.

BALE elevator. 485-5481.

JOINTER-planer, 6", prefer Atlas or Rockwell. 637-6081.

HOUSE siding, good alum. or wood, or O.S. plywood. 483-0754.

TRAPS, muskrat or conibear. 637-3279

TRAPS, muskrat or conibear. 637-3279.

LAWN aerator. 456-4079 aft. 5.

CYCLE exerciser. 744-0758.

LOW range fish lo-k-tor or locator sounder. 489-3060.

AIR compressor, 1 to 2 h.p., 15 to 20 gal. tank, 120v. 639-6230.

SWING set, used, reasonably priced. 484-4391.

ENCYCLOPEDIAS, complete set. 447-9941.

447-9941.

GARDEN seed planter, storage chest

or cabinet, 693-9273.

WILL do interior painting, reasonable, 447-5051.

HUTCH w-glass doors, good cond, reas, 428-7943 aft, 4.

TAPE recorder, Sony good cond, good cond, 485-9203.

### FOR RENT

CLEAN sleep room, close GE, reasonable, 745-5244.
COTTAGE, Big Barbee Lake. 432-

APT., 3 rm., clean, unfurn., \$85 plus utilities. 743-9658.
UPPER, very nice, close GE, 3 rms., bath, furn., gar., adults. 422-5003.

### FREE

ABOVE ground swimming pool filter.

PUPPIES, med. size, long hair. 693-3137 C'busco a.m. only. KITTENS (3), 637-3306.

### LOST

EYEGLASSES, color red, gold frame, in black case. 432-1675.

### You asked for it . . .

### Magic Kingdom Club cards again available to employees

Many employees and retirees have called the GE News asking about membership in the Magic Kingdom Club, a Walt Disney organization which offers travel and vacation values, including special discounts to Disney vacation resorts. "Is GE involved with it again this year?" they ask. The answer is YES!

Membership is available because of General Electric's Carousel of Progress exhibition at Walt Disney World in Florida

Benefits offered by the Magic Kingdom Club include special ticket books (not available to the general public) for use when visiting Disneyland in California or Disney World in Florida, 10 percent lodging discounts at all participating Howard Johnson Motor Lodges, special mini-vacations at the Disneyland and Disney World hotels, and special travel programs to other destinations.

To obtain a Magic Kingdom Club membership card, each interested employee or retiree should send his or her home address in writing DIRECTLY TO:

> Georginne Edmon **GE Carousel of Progress** Walt Disney World Lake Buena Vista, Fla. 32830

Those planning group trips to Florida should have their chairman write to Georginne Edmon, listing the names and addresses of each member in the group. All membership cards will then be sent directly to the chairman.

### Four split \$750 total from cost-saving ideas



**DENNIS NAHRWOLD** realized that certain machine parts used in die cast operations of General Purpose Motor were similar, but less ex-pensive and stronger than those he was using on his job. He also realized a cost savings and earned a \$340 award for his suggestion.



HAROLD WATERS cut down on time and paperwork at General Purpose Motor with his suggestion to write pertinent manufacturing data directly onto a prepared form. Eliminating the need to transcribe "scratch sheet" facts and figures earned a tidy \$170 award.



ART ROSE is a third shift plant protection officer with an eye for energy. He said there was no need to light the unused extreme west portion of the Taylor Street parking lot. He was right, and his day was brightened quite a bit with a \$132.50 suggestion award.



ZELLMA GRUNDEN saw a dif ference in prices of printed forms as purchase orders came across her desk. A secretary in General Purpose Motor's transportation operation, she suggested getting competitive bids. Costs were trimmed, and she earned \$115 in the Suggestion Plan.

### 'New sales muscle'

### International market good for appliance components

The General Electric Company s intensifying its efforts to win export business for GE products n Fort Wayne, according to GE International Sales Division vice president and general manager Kristian H. Christiansen. Addressing the local chapter of the ELFUN Society, a GE management organization, the company executive said this week that sales of General Electric appliance components overseas had tripled over the past two years, and that the International Sales Division is adding overseas personnel in an effort to sustain that growth.

Assembled at the Fort Wayne Chamber of Commerce, ELFUN nembers heard Christiansen emphasize that this intensified effort would concentrate on new narkets for GE components worldwide.



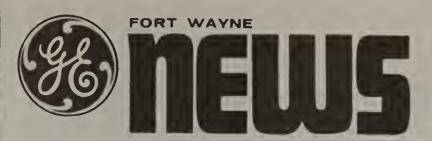
KRISTIAN CHRISTIANSEN

"We believe in the future of the electrical components business around the world," he said, "and we're putting a lot of new sales muscle behind that belief — new people in Asia, in Latin America, in Europe and in the Mid-East. That's an all-out market development.'

Christiansen pointed out that overseas sales account for an increasing portion of GE business. Last year's GE overseas sales of \$3.2 billion were more than sales of the entire General Electric Company 25 years ago. International business represented 21 percent of total GE sales in 1974, and 24 percent of its earnings.

The International Sales Division vice president credited Fort Wayne GE management with making an "excellent effort" to win international business over the past five years. "They have made international markets an integral part of their strategic planning," he noted, "and they have made a major effort to keep a tight rein on costs."

Christiansen stressed that rigorous cost control is essential for winning sales and jobs for GE plants here, because their products rely more on cost competitiveness than do such high-technology products as nuclear power or jet engines. He urged local management to continue to be cost competitive.



April 11, 1975

### Plant Panel

See Page 2

### Hats in the ring

### Desire to improve community brings GE people into politics

one local retiree have filed for Democratic nominations in the upcoming May primaries. Fred Bolton, a process control specialist in the Specialty Motor Products Dept., and Bill Rectanus, who retired in March as an engineer from the Specialty Transformer Business Dept., are running for city-councilman-atlarge. Bob Wire, a truck driver for the Hermetic Motor Operation, is seeking a councilman post in the second district.

### More buildings, not parking lots for Fort Wayne

A resident of Fort Wayne the past 20 years, Bolton feels the city "needs a change in the types of individuals" who currently serve as councilmen. He stresses the need for long-range planning to properly represent the people of this community and enhance Fort Wayne's growth.

The SMPD employee wants to secure industrial and financial institutions already established in Allen County, rather than permit their relocations to other parts of the United States, and simultaneously work to persuade other business enterprises to consider this area as the site of expansion and development.

Secondly, Bolton wants to restore Fort Wayne's downtown area by means of new office buildings, high-rise apartments and shopping complexes, "not more parking lots," he says. With talk of a new convention center, he adds, this becomes particularly important.

Bolton also feels the new Correctional Center should be located downtown, but notes that "the administrator of the system should have studied the scope of its effect on the community. If the preliminary work had been done at the time of the consignment to Allen County, we could have been into the building stage by this

### 'Silent majority' to find its voice in coming years

Long active on the Democratic political scene and in various community affairs projects, Bob Wire feels the so-called "silent majority" will be making itself heard in the very near future. He is a strong supporter of neighborhood associations as "a vital

Two GE employees here and source" to accomplish goals such as favorable zoning legislation and continued maintenance of public and private facilities in the

Wire was born, raised and educated in Fort Wayne, and is in favor of a downtown convention center as one means of rebuilding and revitalizing the city. He emphasizes that planned and sustained growth of the Fort Wayne area will take commitment and money, and feels that such funding should come from federal and private sectors of the economy to incur minimal cost to the taxpayers.

The councilman candidate also seeks to improve the quality and flow of the Fort Wayne rivers, noting that most of Fort Wayne was built on river plains, and more than 50 percent of the second district is bounded by water. In some areas, if the rivers are not dredged and are left in their present conditions, 'we'll see a repeat of the flood that swamped this area in 1913," he warns.

### Solve problems, but keep in tune to local industry

Born in Dunkirk, Ind., Bill Rectanus has lived and worked in Fort Wayne the past 55 years. Retired from GE, he feels his "experience in engineering can be put to good use in politics as well as in private enterprise," he says, and adds, "Generally, the laws and ordinances in this city aren't clear. It's like engineering - it's a problem that has to be picked up and then solved in the most direct terms."

Objectives of his campaign are: sustained economic growth for Fort Wayne, leadership in economic problem solutions, management of problems, equal vital in realizing objectives

opportunity, self-government of the city, integrity among office holders, allocation of resources to favor growth, and stimulation of employment. Rectanus says the consumer will have to lead any economic upturn with real disposable income. He favors tax cuts and refunds as key legislative objectives, and notes that "we can't solve our economic ills at the expense of

"We are an industrial civilization," the STBD retiree continues, "and we can't afford to bite the hand that feeds us. We must look for and do things that will help promote our present industries and attract other industries into Fort Wayne."



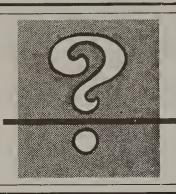
BOLTON: Keep businesses here and bolster downtown development



WIRE: Neighborhood associations



RECTANUS: Put problem-solving techniques to use in government.



### **Plant Panel**

Employees Answer Today's Question

With GE businesses here in a downturn, do you think people are more conscientious about doing their work than when business is good and jobs are plentiful?



### People conscientious if they're doing jobs that suit preferences

MINNIE BENJAMIN Machine Operator General Purpose Motor

'No, because when business is good and jobs are plentiful, an employee is able to perform his or her job in a conscientious way. When more jobs are available, employees can be placed on operations they're suitable for and prefer, in most cases.

"Employees work better together when there is enough work for everyone. They're happier knowing their job will last and more jobs are available. It makes business better, good quality, and GPM motor department a better place to work."

### GE workers aware of tough competition, high production need

PAUL SHIVE Tool Designer Technical Resources

"The downturn in the economy has created many problems for both the GE Company and its employees. Many people have lost their jobs and have had to use up their savings. Those who are working naturally want to remain on the work force.

"Employers are becoming very alert to the keen competition in sales and the cost to produce. Workers are very aware that they must do their best to keep production high and costs low.

"Therefore, I believe that employees are much more conscientious in performing their work when business is in a slump."



PAUL SHIVE



### Turnovers, changes require adjustments; same for competition

NAREDA BEAU Machine Operator Hermetic Motor

"If GE employees were not conscientious the company could not have survived. The present turnover in jobs and job ratings will tend to make a bad situation. Workers are finding it difficult to adjust. Management will become more uneasy as mistakes are

"However, the same situation confronts our competitors, so our mental attitude toward readjustment was never more im-

"I believe our people realize the days of carefree spending have ended and the competition

"Certainly the vast majority of employees are becoming more conscientious each day, but it should also be realized no team is any better than its leaders."



PERCIVAL MOORE

### Good employee does good job regardless of business situation

PERCIVAL MOORE Die Caster Specialty Motor Taylor Street

"I don't think so. Conscientious workers will take pride in their work regardless of how the business picture looks. The workers who are not conscientious would continue to quality. These disregard workers' first and only concern would continue to be their paychecks."



### Better work attitude, but moves of people cause uneasy feeling

HAROLD MILLER Sheet Metal Worker Area Service's

"I think that the downturn in business does create more of a conscientious attitude towards one's job. I also feel that the extensive movement of people caused by such times creates a feeling of unrest."



DIANE HOLMES

### Heavier work loads, layoffs cause strain; need morale booster

DIANE HOLMES Secretary Specialty Transformer

"First of all, I feel that regardless of business conditions, either up or down, a good employee will be conscientious and efficient in doing his job. The problem that develops when business is down is that the work load increases, due to the number of layoffs, which creates additional strain and tension for the employees who are still working.

"Many employees have hard feelings because of layoffs to their friends and co-workers. This creates an unpleasant atmosphere to work in. Since many employees spend a majority of their time at General Electric, it would seem that they would be much happier if morale was higher. But, it is like anything else, when everything is going good, you're in a great mood, and when things are going bad, you naturally feel bad.

"I hope that the people who remain will begin to realize problems, work together to solve them, and regain optimistic attitudes to get General Electric's business booming again!"

GE chairman advises

### Balance unequal economy through major tax reform

"We need major tax reform so that business can once more afford to invest in the modernization and expansion of our productive capacity," Reginald H. Jones, chairman of the board of the General Electric Company, told those attending the Annual Award Dinner of the Wharton Alumni Club of New

"In our desire to spread the good life around, we've lost touch with the basic formula for success — the process of capital formation," he said at the March 18 dinner meeting. "Either we're going to allow industry to make enough money to invest in new technology and new equipment, or we're going to continue to drift downward through unemployment, inflation and economic stagnation into a breakdown of the system.

"There are many things we must do to bring the economy back into balance and get it moving again. But the most important," the GE chairman stressed, "is tax reform to stimulate capital formation.

**Unequal Divisions** 

"The U.S. economy is divided into three equal parts," Jones stated. "There is a government sector which has been growing faster than the economy that supports it. There is a consumer sector which has grown mightily in recent decades, but is suffering because of inflation and unemployment and needs stimulation. And there is a producer sector which supports both the other sectors, but has been starving and shrinking for lack of capital.

"These three sectors must grow in balance," Jones emphasized. "They have drifted out of balance and if we want to reverse the slide — not only to climb out of the present recession, but to keep from having a much worse replay a few years hence — we must make some choices. The basic choice is whether to try to fight the recession by expanding the government sector," which Jones opposes, "or by stimulating and strengthening the private sector of producers and consumers.

"The most urgent need is the producers' sector — the sector that has been most neglected in the past 15 or 20 years, and the point where we can make the most high-leverage changes to restore the American future," Jones said. "We are going to have to change the tax laws so that industry can finance this country's future through retained

earnings and new equity.

In the consumer sector, the GE chairman supports Congress' efforts at "legislating significant cuts in personal income taxes to restore purchasing power, help those who have been hurt and stimulate employment in the private sector.

Jones said the business community will be supporting tax proposals that can help industry fulfill its capital requirements in the years ahead. Among such proposals are: an improved capital recovery system; a permanent 12 percent investment tax credit for all industry including the utilities; a reduction in the corporate income tax rate from 46 to 42 percent; a reduction of the capital gains taxes, and fair treatment of foreign source

He noted that in the months ahead the proposals will be discussed with representatives in Congress as well as in the public and business community at large. "People may not understand the technicalities, but I hope we can make clear the consequences of action or inaction on this critical issue," Jones concluded.



THE U.S. ECONOMY is divided into three unequal parts. There is a government sector which has been growing faster than the economy that sector which has grown mightily in recent decades, but is suffering because of inflation and ployment and needs stimulation. And there is a producer sector which supports both the other sectors, but has been starving and shrinking for lack of capital."— Jones



Vol. 57

about the people who help make the world's most dependable components

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

EDITORIAL OFFICES: 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree Communications Manager Rex Mericle, Chief Photographer

### Riding on two wheels? Follow parking rules!

Now that the warmer weather is here, employees riding bicycles or motorcycles to work should remember these rules about parking on General Electric property

 Men and women working at East Broadway should park their vehicles at Fairfield Ave.

• Those working at West Broadway should park at Bldg. 36

• Bicycle parking ONLY will also be allowed behind the Lindley Ave. gate. Motorcycles are prohibited from this area.

Bicycle racks at these locations were installed last year for employees' convenience, and designated motorcycle areas were also established at that time.

### Supervisors' Club plans second golf outing

The GE Supervisors' Club has New Haven. Interested members made reservations for its second and guests should call Les Hahn, Florida Scramble Golf Outing. The event is planned for June 21

Ext. 2031, or Stan Harmeyer, Ext. 3505, for individual reserat the Havenhurst Golf Club in vations and tee-off times.

### Big bowling tourney coming up

The first annual GE Employees' Men-Women-Mixed Bowling Tournament has been announced by the GE Club. Any GE employee or GE Club League bowler is eligible to enter providing he or she has an established league average (regardless of the bowling lanes ordinarily used). Bowlers competing in the Club tournament must show ABC or WIBC membership cards. Unsanctioned league averages are not acceptable for handicapping purposes

Based on 100 entries, first place prize money for the Team Event is \$225, and the first place for the Doubles Event is \$75. Based on 200 entries, first place for the Singles Event is \$50. All prize fees will be returned 100 percent in prizes, with at least one prize in 10 entries. Trophies will be furnished by the Club.

Stop by the GE Club soon to pick up an entry blank and complete tournament rules. The deadline for entries is May 10. For more information call the Club on Ext. 2042



The Monday Office League smashed in two 600s this week, led by Don Hitzeman's 633 (with games of 258 and 216) and Dudley Snyder's 606 (with a 265 game). Henry Helberg rolled a 226 and a 204, Bill Wright a 221 and 209, Mansfield a 206 and 201, Bob Younghaus a 222, Jim Meeks a 217, and Bob Lehman and Milt Marks 203 each

Don Lambert of the Wednesday Owl League rolled an outstanding 664 series with games of 234, 215 and 215. Nice games, Don. Don Shafer of that league scored a 630 series including a 248 and a 210. Phil Mooney, John Stark and Lonnie Padgett each hit a 223. Fred Stearley claimed a 216, Virg Hiatt a 211, Ralph Hill and Kent Jackson each had 210, Gene Madden a 207 and Murray DeArmond a 201

A 223 was the top score of the Small Motor League, rolled by John Rickoff, Dave Knepple had a 207 game, Bill Kumfer a 206 and a 201, Dick Blair 205, 203s by Dick Robert and Dennis Gilday, and Gene Holdgreve scored a 200.

Apparatus League's Bill Roach led the top scorers with his 226, August Karnes and Mery Lowden hit 223s, Harold Buell had a 214 game, Bon Clawson a 211, Don Gilbert a 203, and Ron Fisher 202.

The Hermetic League registered a 237 last Tuesday, scored by Fred Hunter, A 210 and 200 were claimed by Don Hoffman, Jim Turner hit a 208, 203s were marked for Rolland Carreau and Louis Simmons, and a 200 for Mike Conrad.

A 617 was scored by Frank Dunfee of the Friday 2-Man Doubles igue with games of 216 and 202. Also in that league Gene Edwards hit a 223, and Ken Foor picked up that wild 6-7 split.

Other outstanding scores were: Duke West with 210, John Henderson 214, James Sircey 210, Tom Henning 207, Mike Hamman 203, Larry Greuert 202, and 200s for Gene Egts and Ed Bailey.

| ☐ For Sale * ☐ Wanted ☐ For Rent * ☐ Free  | *ADLETS  GE NEWS BLDG. 18-3  ALL ADS MUST BE PRINTED | Ride Wanted Riders Wanted Lost Found |
|--|--|--------------------------------------|
|  |  |                                      |
| Ads must be received only on this form by noon Monday for publication Friday. Submit only one per issue, using one letter or number per box on form; don't include spaces. Print phone number only on line indicated. Property advertised must be available without regard to race, creed, national origin or sex. |  |                                      |
| Name   | Bldg   | 9                                    |
| Home Address   | Pay  | No                                   |
| Phone  | GE   | Ext                                  |
| * The item(s) referr business venture.   | ed to in this ad is are in no way                    | connected with any                   |
| GEN Form A 2   |  | Signature                            |

### Being distributed now

### Here's just a small sample of what's inside



"There's a very close relationship between the sales of all consumer goods and the level of consumer confidence . . . so if we're going to climb out of this recession, we've got to turn this confidence around." — Reginald H. Jones, GE board chairman, in WOOING THE CONSUMER, a Monogram special.

'The days when the Company could provide a seemingly endless stream of cash to all our businesses are over. Cash considerations are now part of the business equation of every operating component of the Company." — Way, GE vice president of finance, in CASH: THE NEW IM-PERATIVE

"A few weeks ago I got home after a particularly trying 10-hour day to find a house that closely rivalled San Francisco after the quake of the greatest disaster area in history. My son and two of his friends had turned the living room into a basketball court because it was too cold to go outside. My oldest daughter, whose ambitions are forn between being the next Olga Korbut or 1985's Homemaker of the Year, was doing cartwheels around an oven containing her half baked chocolate chip cookies. I didn't even ask how she managed to dirty four pots and three bowls preparing instant, frozen cookies because my number two daughter started yelling that the dog was throwing up on the new couch."—Joan Ahearn, GE corporate producer and speech writer, in DUST IN THE BATH TUB, the story of a working mother.

### RIDERSWANTED

S. WHITLEY to Broadway, 1st shift. 1-723-5460. DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279.

### FOR SALE

DINING table, 6 chrs., cost \$140, sell \$80. 489-4862.

COLOR TV'S, 2 consoles, need work, best offer. 747-0921.

'72 HONDA CB 175, red, ex. cond., \$400. 637-6956 Grbl.

OIL tank, 275 gal., \$10, U-haul. 747-

HEATER, 3 heat, elec., \$7.50. 745-

HEATER, 3-heat, elec., \$7.50. 745-9271.

'71 CUTLASS, low mileage, take over pmts., gd. cond. 489-3704.

BIKE, girl's, 20". Gym-Dandy set, good cond. 432-3025.

REFRIGERATOR (1), 2 stoves, good cond. 747-2613.

'67 COUGAR, PS, PB, tape deck, 290 engine, sharp, \$795. 747-9660.

CLOCKS, antique, German, wall & mantel. 749-0207.

HITCH, 3-pt., cult., mounted disk. 868-2569 Butler.

SINGER sewing machine, model 237, \$50. 636-7275.

'66 DODGE, 34 ton, 318 eng. & camper, new tires. 447-9131.

PANTSUITS, dresses, tops, sz. 14-16, ex. cond. or new. 483-1907.

'67 DODGE, auto., PS, PB, air, 440 V8 eng. 745-5119.

VACUUM sweeper, GE model U4, upright, good cond., \$10. 447-5803.

ALUM. awn., new, window screen, 32x39, \$14. 483-0754.

MAGAZINES, lic. plates, plow, motor, mover. 485-6523.

ALUM: Awil, Hew, Williadow Screen, 32x39, \$14. 483-0754.

MAGAZINES, lic. plates, plow, motor, mower. 485-6523.

PAIR L60x15 tires & pair Buick GS rims, \$110. 432-0452.

WATER htr., 52 gal., elec.; gas stove, 2 comp. sink & spray. 484-5743.

RUNABOUT, 14', 50 Merc., trail, good buy. 483-4396.

FORMAL, sz. 12, aqua blue, ex. cond. 456-9486.

DINING suite, cost \$700, will sell for \$235. 824-4796 Bluffton.

ABOVE grnd. swim. pool redwood deck, 24'x4', rnd. 483-4313.

LAWN roller & reel lawnmower, good cond. 483-0069.

'74 PINTO wagon, laid off, must sell,

LAWN roller & reel lawnmower, good cond. 483-0069.

'74 PINTO wagon, laid off, must sell, \$2800 or best, 925-1988 Auburn.

STOVE, 30", Magic Chef, & gas dryer, 484-7689.

COFFEE table, glass top, Duncan Phyte, mahogany, 484-5030.

AIR conditioner, 18,000; chest; coffee table, 493-2241.

HORSE hay, ex., \$1.50; straw, \$.50. 639-3826 Ossian.

SOFABED, brown, good cond., \$35. 897-2582 Avilla.

TRAV trailer, 15', for 2, gas heat, 3-way frig., portapot. 747-7380.

SNOW tires (2) 7.75x14, recap, \$30-pr. 441-9143.

BED, chest, dresser, good for lake cottage, \$49..622-7158 Ossian.

OIL drum, 275 gal. 456-6202.

WHEELHORSE 10 h.p. w-32" mower. 747-4994.

MINIBIKE, new clutch & sprocket, \$45. 432-2414.

WPA outhouse, \$45. 547-4137.

BELT sander, first \$29 takes it. 426-6824

MOWER, Craftsman, self-propelled,

MOWER, Craftsman, self-propelled, needs work, \$10, 432-4660
HUB, 1 set, Warnolock, for Jeep or Scout, used 2 mos., \$65, 493-2902
GRILL,24", Bar-B-Cue, \$8, 485-2611
16 ACRES in small town, 4-lane hiway, 16 mi, N. 637-3482 Hntrtn, BOAT, 16', alum, 18 h.p. Evenrude, boat trailer, 638-4884 Rnk.

### WANTED

LOVESEAT, good construction to be recovered. 447.3105.

MASON to build f-place for new home. 745.2003.
PENDULUM baby cradle. 489.3060

CHILD care in Parnell Pk. apt., 2 yrs. & older. 483-3281.

PANELING, 4 sheets, seconds oday. 639-3891 aft. 5.

MAN w-filler to turn 20'x'30' garden. 430-7761.

BOAT trailer, wheels & tires not important. 485-5481.

WOOD lathe w-motor & cutting tools. 432-2645.

ROOM divider. 6' high w-tension.

ROOM divider, 6' high, w-tension poles, 744-9479.

FOR RENT

GARAGE, next to Emp. Store, 2nd shift, \$10-mo. 432-3445. PT., 3-rm., lower, rear, furnished., \$90+util. 743-7658.

KITTENS, fatherless orphans, give them a home. 637-3306.

### People in pictures



ACHIEVEMENT AWARDS for on-target communication of United Way goals were presented last week to Dick Knoph, communication specialist and GE News editor, ECRO, left, and Linda Brown, who was editor of TRO's newsletter "Resource" during the United Way campaign. The GE News earned recognition for best year round coverage of United Way, best overall campaign, and best use of photography and art. "Resource" was awarded honorable mention for United Way coverage. The cer-tificates were presented by Ernest E. Williams, editor of the Fort Wayne News-Sentinel and publications contest judge



TRAP & SKEET LEAGUE members attended an awards banquet Saturday, concluding an exciting season of close competition. Receiving trophies as top team were, standing from left, C. Nix, R. Dillon, S. Mc. Bride, T. Winchester and L. Bradtmueller. High Gun (Skeet) honor went to G. Krotke, seated left, and High Gun (Trap) and High Gun (Overall) trophies were presented to D. Bonewitz. Election of next season's officers also took place at the banquet. D. Buuck, president, J. Rupert, vice president, and B. Reger, secretary, will head the league when activities resume later this year.

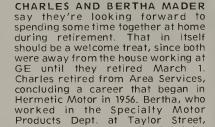
### Add another twenty names to 'life of leisure' list

LESTER L. BAKER retired March 1 from the Specialty Transformer Business Dept., where he was a correspondence clerk. Having joined the General Electric Company in 1942, he plans now to "enjoy life and take things day by day." take things day by day.

KENNETH C. MILLER retired from the General Purpose Motor Dept. at Taylor Street on March 1 after 34 years service with the company. Away from his job on a punch press, he'll be heading to southern Texas during retirement.

HARRY J. PROXMIRE retired from wrapping up a 44-year career with GE. He was a specialist in coil He was a specialist in coil finishing and assembly for the department. Now he's a man who'll 'do what comes naturally.'

HAROLD J. GUYOT retired from his painting job in Area Services on March 1. He joined General Electric



as a wire enameter in 1941, and during retirement, plans to do some traveling and take time to "enjoy each day as it comes".

each day as it comes.

GUSTAVE W. AUSDERAN, a set-up man and machine operator, retired from the General Purpose Motor Dept. at Taylor Street on March 1. Having joined the company in 1943, he plans to spend his time now traveling and fishing.

joined the company in Specialty Transformer in 1946.



Charles and Bertha Mader

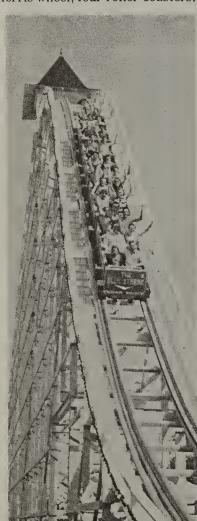


Pick one up today!

### Cedar Point \$1-off card free at Employee Store

Picture you and your family sitting on the widest and cleanest beach on Lake Erie. Got the picture? Good

Now picture a 15-story-high ferris wheel, four roller coasters.



Amusement Land Funday Club cards are available to employees now at the Employee Store!

two water rides, an authentic steam-powered railroad with six antique engines, Sealand, a marine aquarium, an African safari, a showcase for exotic animals and trained animal acts, a frontier trail, a walkway where modern-day craftsmen practice such ancient arts as spinning and glassblowing in and around authentic pioneer-era barns and cabins, live entertainment in five different theaters, and dozens of restaurants ranging from gourmet to a traditional popcorn wagon. Got that picture? Great!

Now picture having all that and more — at a discount!

Employees and their families can save \$1 per person off the price of Cedar Point Amusement Land's all-day ride tickets through special Funday Club membership cards.

Located on the shore of Lake Erie in Sandusky, Ohio, Cedar Point is billed as "the entertainment capital of the Midwest," one of the largest recreation centers in the world. In addition to huge campground, marina and hotel accomodations, the park boasts the highest ride capacity in the world — 86,000 rides per hour!

Funday Club membership cards are good for two years until the end of 1976. In addition, they entitle employees to a 10 percent discount on advance reservations at participating Toledo, Ohio, Holiday Inns (only a one hour drive from Cedar Point).

The cards are free. Pick yours up at the Employee Store!









RALPH W. SNYDER retired March 1 as a welder in Area Services. Joining General Electric in 1942, he's enjoying his retirement by doing some fishing and "other things I've wanted to do but couldn't when work in terfered.

RUSSELL L. FLAUGH retired March 1 from the Specialty Transformer Business Dept. He joined the company in 1936, and now that he's retired, he says, "I'll be spending more time and doing more things

WILLIAM A. RECTANUS, af-fectionately known as "Charlie" by his friends in Specialty Transformer, retired March 1. He joined GE in 1943, and now is in the political arena. Read more about him on Page 1 of today's issue.

GEORGE F. ESHELMAN retired April 1 from the Hermetic Motor Operation, where he was employee relations supervisor. Joining GE in 1941 in the former Fractional Horse-power Motor Dept., now he'll "enjoy Jimmerson Lake."

HILDA NUSSEL retired in the beginning of April from the Specialty





Motor Products Dept. at Broadway,

where she was a secretary in Bldg. 4-

6. She began working for the department 22 years ago as a general

HOWARD E. PLATTNER retired

April 1 from the Specialty Motor Products Dept. at Taylor Street. He

joined the company in the General Purpose Motor Dept. in 1943. During retirement, he plans to "head for

LEWIS H. BOTTERON retired from the General Purpose Motor Dept. at Taylor Street on April 1. He joined General Electric in 1941, and during retirement, he'll be enjoying Florida

in the winter and Indiana in the

CECIL J. DOUGHERTY, an electrical engineer for the Technical

Resources Operation, retired April 1. Joining the company as an electrician in 1941, he plans to travel and

spend time at his cottage in Michigan

NATHAN H. MADDUX retired April

1 from Area Services, where he was an operator at the Taylor Street

power house. He joined General

Florida in the autumn."



Gonser



Line





Electric in retirement will mean time to do some traveling and relax.

ORVILLE L. GONSER retired April from General Purpose Motor Winter Street, where he was a lathe operator for the department. He joined GE in 1942, and during retirement, will "tinker, fish and do some traveling."

LELA L. LINE also retired from General Purpose Motor's Winter Street plant on April 1. A lead and cable maker for GPM, she joined the company in 1947. Now she'll be traveling and "doing community service projects."

RACHEL V. FISHER retired April 1 from General Purpose Motor at Broadway, where she was a winder. She began working for the company in 1943 at Specialty Transformer, and now will catch up on things she's

DONALD A. DISTEL retired from the Specialty Transformer Business Dept. after 31 years service with General Electric. His career here began in STBD as a punch press operator. Retirement means time to "do a lot of fishing."

### These GE FM/AM Radios receive 24-hour-a-day government weather broadcasts-at the flick of a switch

The National Weather Service now broadcasts continuous weather reports in this area on special frequencies. These radios receive those frequencies. At the flick of a switch you hear the complete report and forecast. Then switch back to FM or AM without retuning.



GE FM/AM DIGITAL CLOCK **RADIO WITH INSTANT WEATHER** 

Handsome design with large easy-to-read numerals. Lighted radio dial. Snooz-alarm® clock control.

\$41.50



GE FM/AM PORTABLE WITH INSTANT WEATHER

Features additional IF circuits for improved performance on FM, AM and Weather. Built-in AFC. Two-way power.

**\$3.00 REBATE** 

Directly from GE when you purchase between April 1 and May 31, 1975.

**EMPLOYEE STORE** 

### 'Typewriters' used shorthand, and some were even women!

Next week is National Secretaries Week, and while this observance has been on the books since 1952, secretarial careers have been going strong since civilized people began making notes.

Surprisingly enough, the earliest secretaries lived about 5,000 years ago. They were Babylonian scribes who took dictation on clay tablets. Muscles were a must when applying for the job. After all, filing weekly reports could be a tiring task.



Shorthand is a secretarial skill that's been around for thousands of years, too. One of the first true quick note-taking methods was developed as early as 63 B.C. by a Greek slave named Tiro, who recorded in "shorthand" all the speeches of his master, the Roman orator Cicero. Still, shorthand skills weren't in real demand until the 1800s, when the typewriter came into general use.

Most offices have a typewriter or two, but the word "typewriter" originally referred to the person who sat at the keyboard, not the machine itself. The first U.S. patent for a typewriting machine was

granted in the 19th century, and there was quite an uproar when someone bravely suggested that women might be able to operate the complicated piece of equipment!

Fortunately, short-sightedness doesn't stop progress. The New York City YWCA decided to start a six-month course "to train girls to be typewriters." Eight individuals graduated with ease, and a whole new field was opened for skilled and conscientious women.

What about office dress? Mini-skirts and pantsuits would have boggled the conservative imaginations of secretaries in the early part of this century. They wore stiff white collars with whalebone stays, and walked about in heavy, floor-sweeping skirts. It isn't documented anywhere, but the styles might have died out because those uniforms were undoubtedly cumbersome as yesterday's secretaries began each morning by neatly trimming the wicks of the office lamps or carrying in a scuttle of coal for the pot-bellied stoves.

### GE chairman to face TV press

The popular NBC-TV "Meet he Press" will present three lour-long programs featuring mportant newsmakers in inlustry, state politics and urban ffairs, beginning this Sunday, april 20.

Reginald H. Jones, chairman of the board of the General Electric Company, will be joined by five of the nation's other top insustrial leaders in the first show of the series. Jones; Walter Vriston of Citicorp; Thomas Turphy of General Motors; arthur Wood of Sears, Roebuck; Jonald Cook of American Electric Power; and Irving



REGINALD H. JONES

Shapiro of E.I. duPont will be questioned by a specially selected panel of interviewers.

Watch it here this Sunday at 11

a.m. on WKJG-TV (Channel 33).

### Getting the message

IN A SERIES OF INFORMATIVE MEETINGS last week, hourly employees in the General Purpose Motor Dept. at Taylor Street heard Dick Teel review current business conditions and challenges. "Everything we're trying to do right now is geared toward meeting production commitments to serve customers," the plant Superintendent emphasized.



April 18, 1975

First quarter sales, earnings

See Page 3

### Different women, varied work, but they're all GE secretaries

From engineering to employee relations, wherever your travels take you in General Electric, you'll find a person behind a desk whose work is vital to the smoothrunning operation of the business. She may be working on a critical project that's due in the next 10 minutes or doing several things at one time.

She's a secretary.

She works hard.
And next week — April 20-26 —
is the time to reflect on "all those little things" she's been doing in and around GE offices that help get work done. National

Secretaries Week begins Sunday.
How do some of GE's secretaries here feel about their inbs?

"It's a challenge, but there's nothing I like better," says Dolores Haslup, finance, Specialty Transformer Business Dept.

"It's interesting. I never knew what people had to go through to make a sale," notes Jill Whetsel, marketing, Specialty Motor Products Dept.

"There's never a dull moment! This is what I studied for in school, and this is what I want to be," reflects Cheryl Oatts, employee relations, General Purpose Motor Dept.

"I feel like part of the team. The people here are considerate and easy to work for. And believe me, that's important," answers Joan Pearson, manufacturing, Hermetic Motor Operation.

"It's busy. Everyone in this area is very motivated and works hard," says Helen Nord, engineering, Technical Resources Operation.

### FROM THE BOTTOM UP

"When I started working for GE, I was hired as a 'temporary' employee, but I'm not really sure what that means," says Dolores Haslup with a smile. She observed her 40-year service anniversary with the company in 1974. Beginning her career here as a file clerk, Dolores recalls, "I just sort of edged my way up," until in the mid 1940s she was promoted to a secretarial job.

"I'm glad it turned out that way," she says, "be cause working in different jobs over the years, you learn the business from the bottom up, and you know what people are talking about when they need your help."

During her 40-plus years here, the STBD secretary says she's seen many changes. "The biggest one was the computer," Dolores notes. "Before we started using one for those long reports, I had to type all the information. I also remember having the first electric typewriter when I came



**DOLORES HASLUP**, STBD finance, remembers having the first electric typewriter in her area. The computer was a big help, too.

to this department. The other secretaries seemed to come from far and near just to look at it."

Dolores has seen business downturns in the past, too. "We had some problems around 1936 and 1937, although I don't remember the offices being hit quite as badly as they are today. But we're always hoping things will get better. You've got to look on the bright side of things;" she

"Finance is my choice of all jobs," Dolores says. "I know a lot of secretaries don't like to type numbers, but there's nothing I like better. We've got important due dates we must meet, and in the first part of each fiscal month it can be a real chore, but that's all in the line of duty. It's easy when you've got nice people to work for like I do."

Dolores is an avid traveler and spends much of her five-week

vacation time visiting different parts of the world. She also likes to take pictures of places she's been, and when she's not on the move, enjoys sitting down to read a good book.

### THIRD GENERATION

Jill Whetsel joined General Electric six years ago — it seemed only natural. Her grandfather, Merle Morkoetter, retired from GE here as plant protection chief, and his son Chick (Jill's father) is a maintenance plumber in General Purpose Motor's Taylor Street plant. Jill has a son, too, but so far three-year-old Derek hasn't spoken up about going to work for the company.

A secretary in administration and distributor sales for the marketing function of the Specialty Motor Products Dept., Jill says she finds her job in-

Please Turn to Page 2



JILL WHETSEL, SMPD marketing, joined GE after hearing her grand father and father talk about their work experiences here.

### Each is her own person — each has a job to do

Continued from Page 1 teresting, and adds that she's 'learning a lot about what it takes to sell our products.''

She works for 11 people in her area, and while she admits she hasn't been on this particular job long, says the overall responsibilities for everyone have increased since SMPD combined its marketing offices.

"I used to work with budgets, forecasts and sample data," she notes, "but I find this type of job more interesting."

One of the reasons for her at-

titude is the opportunity her job gives her to talk to distributors and sales representatives on the telephone. "I like that most," she says. "What do I like least? I hate filing, and everybody knows it!"

Jill is also the reporter whose by-line appears in the GE News column "Divot Digs" (see page 3), and says that eventually, she'd like to work in a GE position with responsibilities for writing and communication. In her spare time she's busy preparing to move to a new house in Woodburn.



CHERYL OATTS, GPM employee relations, enjoys the variety of work her job brings and the opportunity to meet different people.

### Elex plans annual drive to increase membership

The annual Elex Club membership drive begins May 1. Those persons eligible to join are:

• All women currently employed by General Electric.

• Retired GE women who have left the company with pension and did not qualify for an Honorary Life Membership.

• Women who have left the company prior to May 1, 1970, for reasons other than retirement with pension, but have paid their membership dues each year. (Failure to pay 1975-76 dues for consecutive membership forfeits application to rejoin next year).

• General Electric women on sick-leave or lack-of-work status. Under amended Club by-laws, these employees can choose one of two membership alternatives: 1) they will be regarded as new employees when returning to work and can join Elex within four weeks after they receive their first paycheck, or 2) if their membership expires, they may join the Club during its annual membership drive. Women on sick-leave must be able to verify GE's agreement of such status. Women on lack-of-work may join Elex for one year, but will be ineligible to renew their membership if they are not re-employed by General Electric by the expiration of that year.

Elex membership for the Club year 1975-76 will be accepted upon proper application and payment of each person's \$3.50 annual dues. These dues, along with contributions of the General Electric Company, are used to finance Club programs and activities.

Luncheon and supper programs will be planned October through May. Activities include Bingo, a special Christmas Program, theater and variety programs, and tours, to name only a few.

While the actual membership drive runs May 1 through May 9, Elex Club membership will be open all next month. With the exception of new employees, membership will then close until May, 1976, when the next drive will begin.



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. about the people who help make the world's most dependable compenents

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Dick Knoph, Editor
Rex Mericle, Chief Photographer

VARIETY OF WORK

Cheryl Oatts began working for General Electric two days after her graduation from high school. Today, four-and-a-half years later, she's convinced she made the right career decision.

"I'd rather be a secretary than anything else," she comments, and notes that in the Taylor Street employee relations office of the General Purpose Motor Dept., "Every day is different. There's always a variety of work to be done, and I like that."

Her job responsibilities include communication, wage administration, union relations and Equal Employment Opportunity. "Having more than one boss helps make the job interesting," Cheryl says. "For one thing, you never run out of work!"

The GPM secretary adds that she particularly enjoys meeting the many different people who visit the employee relations office. "You get to meet anybody and everybody," she says. "Being friendly is part of the job."

Cheryl and her husband William, who works in the Hermetic Motor Operation, are still living the lives of newlyweds. They met when he was working as a stockkeeper in the Taylor Street plant.

When they're away from GE, they "just love to bowl," according to Cheryl. She holds a 130 average (and boasts of 200 and 201 scores during the first week of January) and he bowls in the neighborhood of 160. Now that the weather is warmer, you might catch the couple driving home from work on their motorcycle.

Joan Pearson has been a secretary the past nine years, but says she didn't plan to become one when she joined the company in 1953. She began her GE career in the factory as a Kayser winder, and worked her way up through jobs in timekeeping, cost accounting and as a general clerk.

Now in the Hermetic Motor Operation's manufacturing function, Joan still feels her job couldn't be described as "a typical GE secretary." She says, "We're a small operation in a broad field, and here I've got contact with many people. As well as working for my boss, I do work for planners, time standards people and foremen. You feel like part of the entire team, and you learn to understand and respect their day—to—day problems.



**HELEN NORD**, TRO engineering, keeps busy working with people whom she says are "very motivated" and have good attitudes.

"I guess I'm just curious," she quips, and refers to herself as "the den mother" of the HMO manufacturing office.

"We've all taken on more responsibilities lately, and we've spread ourselves thinner to cover more ground," Joan continues. "The people who work here are wonderful. They're willing to pick up the ball someone else had to drop, and do the work until he comes back. With a smaller workforce, we're finding shortcuts and will probably find more efficient ways to do routine things."

Joan has two grown daughters, four grandchildren "and one grandchild on the way," she says.



JOAN PEARSON, HMO manufacturing, calls herself "the den mother" of the office and is glad to feel like part of the team.

### Spring Potluck planned

Retirees will want to turn their calendars ahead one page to mark the date for the upcoming Pensioners' Potluck.

The next potluck is scheduled for Tuesday, May 13, at 11:30 a.m. in the GE Club auditorium.

Those attending are asked to bring their own table service and a pie, cake or covered dish. Bingo will follow the dinner.

### Motor Generator Reunion planned for May

The 17th Annual Motor Generator Reunion will be held May 3 at Local 901 Hall, 1427 Broadway. Doors will open at 2:30 p.m. and "eats" begin at 5:30 p.m. Committee members are Lloyd Grider, chairman, and John B. Dennis, Carl Schfainski, Wilbert Saalfrank, Forrest Sutter and Arnold Schieferstein.

Tickets are \$3.50 each and are available from committee members or at the door. For more information call Bob Wire, master of ceremonies for the reunion, on Ext. 3691.

Until about a year ago she and her husband lived on a farm 40 miles from GE, but have now settled in a home in Zanesville. "I was born and raised on a farm, and I enjoy that kind of work," she concludes. "But as far as I'm concerned, being a secretary is a lot easier than driving a tractor."

BUSY, BUT HAPPY

Helen Nord joined GE during World War II, worked in the factory, then left the company and returned in 1956. A secretary the past five years, she says her work keeps her busy, but she enjoys it that way in the Applied Research and Development Laboratory of the Technical Resources Operation.

"This is a very busy floor," she says of the activity in Bldg. 19-5. "We operate differently from other GE departments in Fort Wayne because we're more of a service organization. But I can't honestly say the people here work any harder, because everyone in this area has always been very motivated and worked hard."

According to Helen, this hard work is combined with the right kind of attitude. "I took a company course last year called Principals of Supervision, and had the opportunity to meet different people from different GE departments," she recalls. "The idea of the course was to help you better understand the problems of the business and the problems of people. But there were a lot of comments, and I couldn't believe how many different feelings people had about their work. I even told my boss

Taking a company-sponsored course isn't the only learning process which Helen has gone through. As she works daily with engineers and scientists, she's picking up more and more of the language they use in their work. Her typewriter can be adapted to record scientific and geometire symbols, and she admits that she's even learning a little Greek on the job. The TRO secretary also says she's always had a strong interest in mathematics and enjoys "working with num bers.

Helen is an enthusiastic reader, and notes, "I read anything and everything, including a lot of newspapers. Anything I read is from start to finish. I used to read a book a day, but I don't have too much time for that any more. I guess the world is just moving too fast," she concludes.

# GE earnings down, sales about same compared to '74; not typical of year

Earnings of the General spending forecast by our million or 41 cents a share in the results in subsequent quarters first quarter of 1975, Reginald H. Jones, chairman of the board, announced last Friday. This was a decrease of 39 percent from the \$122.3 million or 67 cents a share in the same quarter of 1974. The company had previously reported that earnings for the quarter would be significantly

Sales in the first quarter of 1975 were \$2,979 million, virtually even with the \$2,909 million for the comparable period of 1974.

"We do not expect results for the 1975 first quarter to be typical of those for the whole year," Jones stated. "The quarter was severely affected by a combination of difficulties that included an unusually low schedule of shipments of large steam turbine-generators, as well as a substantial decrease in sales of consumer goods. On the basis of the higher rate of shipments for heavy power equipment scheduled for the rest of 1975 and the second-half upturn in consumer

Electric Company were \$74.4 economists, the company's are expected to improve upon those for the first quarter."

> In commenting on the categories of the company's business for the quarter, Jones

'Consumer goods, affected by substantially lower sales volume, reported a moderate loss for the

"The industrial power equipment category also operated slightly below profitable levels, principally because of the aforementioned low shipments of steam turbine-generators.

"Industrial components and systems sales and earnings increased modestly from those for the comparable quarter of 1974. Sales and earnings from short manufacturing-cycle products, such as those supplied to consumer goods manufacturers, were down from the prior period. However, longer-cycle industrial products and service-oriented businesses reported some im-

From factory racks to air freight,

"Aerospace sales and earnings improved from the first quarter of 1974 principally as the result of a somewhat higher volume of government contracts.

"Sales by international operations increased over the 1974 period, resulting in somewhat higher earnings, and exports from the United States remained at high levels."

Earnings for the General Electric Credit Corporation (GECC) for the first quarter of 1975 were \$12.3 million, an increase of \$2.1 million over the first quarter of 1974. GECC benefited from a higher level of receivables and lower interest

Jones also noted that the sharp decrease in domestic operating margins, coupled with the increase in Credit Corporation earnings, which are consolidated on an after-tax basis, resulted in an effective income tax rate of 28.4 percent for the first quarter. which is not expected to be typical for the rest of the year.

MEETING WITH A CUSTOMER. Employees of the Specialty Transformer Business Dept. and the Apparatus and Distributor Sales Divison's district office in Indianapolis hosted consulting engineers from E.I. Brown Company. The STBD customer makes equipment specifications for Indiana schools, and GE transformers are suited to that market. On tour at Specialty Transformer here are from left: Pete Clark, head sales engineer, ADSD; Glenn Wessels, sales engineer, ADSD; Wesley Shoe and Dennis Wolbert, consulting engineers from E.I. Brown; Stan Lyon, systems engineer, ADSD; and STBD's Dave Fitch, process control manager; Derby Derbyshire, applied systems engineer, and Dave Brownell, zone manager.

# School bell ringing over transformers

issue is passed to build a new school, the talents of many skilled people are required to assure the best possible construction of the building from the ground up. Some of these individuals review the needs, budget and architectural recommendations involved, and then are called on to specify which material and operating equipment should be used.

The largest consulting engineering firm responsible for the specification of such equipment for Indiana schools is the Indianapolis-based E.I. Brown Company, a customer of the Specialty Transformer Business Dcpt. here. Representatives of E.I. Brown recently visited STBD to get a first-hand look at GE transformer manufacture and lcarn why the product's application in schools would meet their exacting requirements.

Hosted by STBD's marketing manager Andy Walsh, distributor sales manager Don Dickerman, and zone manager Dave Brownell, who also coordinated the visit, E.I. Brown consulting engineers toured Specialty Transformer's integral distribution center, several

When the votes are in and an product lines and test areas. In addition to the tours led by Pete Johnson, manufacturing engineering manager, and Dave Fitch, process control manager, they discussed standards and engineering information with transformer product engineering manager Stan Antalis and applied systems engineer Derby Derbyshire. The STBD employees were accompanied by GE employees from the Apparatus and Distributor Sales Division's district office in Indianapolis.

## In Memory

GEORGE J. SPITTLER, 3733 Kirkwood Dr., Fort Wayne, died March 21. He retired in 1958 from the Taylor Street plant.

LLOYD L. MEADS, 608 Kinnaird Ave., Fort Wayne, died March 24. He retired in 1959 from General Purpose Motor at Taylor

VANCE M. BURNAU, Holiday Point, Waldron Lake, Rome City, Ind., died March 25. He retired in 1968 from Hermetic Motor.

THE MATCHMAKERS? Guy Hillegass, an inspector, and Florine Elzey, a hand placer, worked together on an idea that's helping General Purpose Motor people at Taylor Street get their work done faster and provide quicker turnaround to meet customer commitments. Prior to their suggestion for new "rewind racks" (see photo), employees were ordering more windings than were necessary for scrapped stator cores, or spent wasted time looking for matching unique to the provided that the looking for matching unique to the looking unique to the looking unique to the looking unique wasted time looking for matching windings because the cores were stored in cabinets. With the vertical racks, the cores are placed on the cart next to a winding operator. As the operator finishes a winding, it's hung on the rack next to the core into which it will be injected, providing an immediate visual matching system. The suggesters split \$355 for their idea.



CASH FLOW was improved by GPM cash FLOW was improved by GPM order service clerk Marge Hubert. She suggested sending air freight shipments "collect" rather than prepaid. This not only saved time spent here to compute charges, but also eliminated the process of GE paying the freight bill, then turning around to bill a customer and wait for collection. She earned \$210 for her idea in the GE Suggestion Plan.



RIDE WANTED

NEW HAVEN area to Broadway,

**RIDERS WANTED** 

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279 Dec. 5. WHITLEY to Broadway, first shift, share driving. 1-723-5460.

#### FOR SALE

TWIN sz. mattress, like new, \$20. 432-

68 PONT. Firebird, needs some work. 439-3953.

AMPLIFIER, Sansui QS-500, 4channel, rear. 447-3003.

'68 FORD, 4-dr., A.T., PS, very clean, insp., \$300, 432-9779.
WINDOW table, double inlaid marble, 4 doors. 484-7210.

STEREO, portable, GE. 456-4334. CANNA bulbs, Ig., half price. 456-

CORNICES (2), wood, 119x50" lg., 6" deep. 745-2978.

GOLF clubs, 3 woods, 2-w irons. 637-

GOLF clubs, 3 woods, 2-w irons. 637-5364.

PUPS (3), AKC, Cocker, black, 8 wks., 1 female, 2 males. 432-2498.

COLOR, AM-FM & record player, \$150. 485-0575.

LOT, Lake Wawasee area, off channel, \$2200. 489-5408.

RIDING mower, 24", 5 h.p., \$100. Baby furniture. 493-1235.

IHC H-tractor & cultiv., & mtd. picker. 623-3269 Mnrvl.

STEREO radio phonograph console, color TV. 448-3961.

BIKE, 24", girl's Schwinn. 456-4731 aft. 4.

aff. 4.
CEMENT mixer w-elec. motor, \$35.
565-3601 Crgvl.
ANTIQUE tables, rnd. & sq., rebuilt, refinished. 483-8874.
'73 YAMAHA, 175, 1,000 mi., road, trail, \$425. 482-2527.
GOLF shoes, sz. 10B, brand new, \$10.
432-9871

432-9871.
BOAT, 19', unfinished, \$200. 1524
Orlando Dr.
RIDING quarter horse, gelding,
gentle. 625-4978 aft. 3.

**SNOW** tires (2) & rims for '66 Dodge, \$8. 432-4659.

PICTURE window, alum. casement, comp. 456-2774.
GOSSIP bench, ex. nice, 2-sl. toaster.

**CLOTHING**, girl's sz. 5 - 6x, .50 & up.

745-0759.
AFR. violets; Dunc. Phyfe lamp table, child's rocker. 429-5396.
BIKES (2) boy's, 20", 24"; gas conversion, cheap. 483-2549.
FIREPLACE wood, delivered. 623-

BIKE, girl's, 26", \$9. Boy's 20", \$8. 749.4130.
'63 DODGE wagon, needs repair, best

offer. 456-4392.
TWIN bed springs, 2 sets like new, \$8
\_\_ea\_749-2494.

REFRIGERATOR freezer, frostless, running fine. 745-2025.
'56 CHEVY, 4-dr. Belair, \$525. 456-

5685.

'68 VW bug, good cond., asking \$800.
799 4284 Albion.

WORK bench, steel, \$10. Tools & tool cabinet. 456-4851.

PATIO & lawn furniture, good, reasonable. 483-4746.

'73 FORD Gr. Torino wagon, br., like new. 693 2426 C'busco.

Please Turn to Page 4



The time has finally arrived to polish up the putter and take a few practice swings. The 1975 GE golf season is gonna start!

All leagues will begin play no later than the first week of May. I hope that by now anyone interested in playing (golf!) has signed up on the league of his or her choice. But if you haven't, call Gary Sykes, Ext. 3310. I'm sure there are still openings.

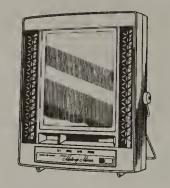
The first event of the season will be May 31 at Foster Park. It's a four-man best ball (handicap best ball using the Calloway System). Watch the bulletin boards for the reservation date.

On July 19 the GE Tournament will be held at Brookwood, and on Oct. 4 (in the snow?) the four-man Florida Scramble will also be held at that course. An entry fee of \$2 will be collected at each event. To finish up the regular season, the playoffs will be held in September. The location of these will be announced later.

Happy golfing!

I hope you all improve your averages by 10 strokes.

# JUST IN! REBUILT ITEMS ON SALE NOW!

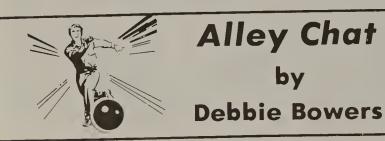


| Employee<br>Price | Rebui<br>Price   | ilt             |
|-------------------|--|-----------------|
| \$14.89           | \$10.95  |                 |
| 16.49             |  |                 |
| 27.59             | 18.15  | ***             |
| 13.49             | 10.49  |                 |
| 20.49             | 15.59  | **              |
| 26.92             | 18.59  | ***             |
| 36.79             | 25.59  | ****            |
| 28.29             | 18.19  | ***             |
| 12.70             | 9,95   |                 |
|                   | \$14.89<br>16.49<br>27.59<br>13.49<br>20.49<br>26.92<br>36.79<br>28.29 | ### Rebuildreit |

And many more items are on sale! Quantities limited.

\*\* plus \$2 REBATE from General Electric \*\*\* plus \$3 REBATE from General Electric \*\*\*\*\* plus \$5 REBATE from General Electric

# EMPLOYEE STORE



Wednesday Owl's Denver Fisher scored a super 259 game enroute to a 605 series this week. Ralph Hill was close behind with his 247 game, Don Lambert hit a 217, Don Shafer and Phil Mooney both rolled 205s, Murray DeArmond held a 201, and John Stark a 200.

Some outstanding scores were recorded in the Adam & Eve Mixed League, led by Jack Colgan's 258 and 201 on his way to a 637 series. Paul Perry smashed in a 256, Joe Kramer followed with a 215, and Bon Clawson rolled a 200 score.

A 609 series was registered by Taylor Street League's Elmer Ashell, including games of 244 and 199. Don Stapleton also topped 600 with his 603, including games of 214 and 203. Page Churchward scored a 233, Don Saylor a 215, Bill Wright rolled two 202 games, and Bud Snyder a 200.

Office League's John Hunnicutt led the other teams with his 235 game, Hank Vanee rolled a 221, Don Hitzeman a 216, Art Seidel 214, Skeets Lahrman 213, Henry Helberg 212, Bob Schultz 208, Bob Lehman 203, and Carl Turner 202.

Masonic League's Larry Grenert threw a 228, Bob Munro held a 208, and Gene Bryau a 203.

John Thurber topped Small Motor League's list with a 214, Joe Kramer scored a 211, Bob Wakeland a 210, Harold Somers 202, and 200s by Carl Turner and Bob Younghaus.

Other good scores include Charlie Shipman's 223, Duke West's 218, D. Stanley's 215, Kenny Kniss' 214, Don Alcott and Jerry Saylor 212 each, Bill Waggoner 207, and Dave Uneapher 206.

Our Mixed Leagues report Otto Rice scoring a 241, Dick Frede a 224, Don Gilbert 214 and 202, Dave Knepple 212, Maurice Haines 210, John Henderson 206, Marlin Leininger 205 and 204, and Mike Dunbar hitting a "Dutch 200."

Return postage guaranteed Address correction requested 641 Growth Ave. Fort Wayne, Ind. 46808

**BULK RATE** U.S. POSTAGE PAID FORT WAYNE, IND.

Permit No. 681

# Hospital admissions simplified by ID cards to be distributed

New hospital admission identification cards will be distributed next week to all GE employees in Fort Wayne. The new cards show that Type A-1 (Hospital) benefits of the General Electric Insurance Plan will be administered through the nationwide Blue Cross system. The new admission cards will go into effect May 1.

May 1 is the date that Blue Cross becomes the carrier for the Type A-1 hospital benefits of the Insurance Plan. These Type A-1 covered expenses are hospital special services and room and board charges incurred during a hospital confinement of at least 18 hours in a ward or semiprivate room. In addition, they include emergency hospital care immediately following an aecident and hospital charges in connection with surgery performed in a hospital. These benefits cover the full eost of such hospital expenses in a legally licensed hospital for 365 days a

The same benefits apply to eligible dependents of employees who have dependent coverage. Each employee's card will indicate whether he or she carries dependent coverage.

Employee benefits specialists point out that the new GE-Blue

Warm up those pitching,

fielding and batting arms. The

1975 GE Women's and Men's

Softball Leagues are looking for

GE Club activity fees to par-

tially cover umpire and diamond

expenses are \$60 per team.

Employees currently on a lack-

of-work status are eligible to join

members.

Softball season about to begin



INSURANCE IDENTIFICATION CARDS are coming next week.

Cross identification eard should be presented to a hospital in the event an employee or covered dependent requires hospitalization on or after May 1. With Blue Cross as the carrier, GE people will have the same hospital eoverage as always because the Plan is still the GE Insurance Plan and only the carrier has changed.

An added value, benefits specialists say, will be the instant recognition of the GE-Blue Cross ID card by all hospitals in the country. The Blue Cross nationwide system eliminates the need for claim forms and is well accepted by hospitals. The GE-Blue Cross ID card will assure

admission, even in the relatively few hospitals which are not participants in the Blue Cross system, and the same GE Insurance Plan benefits will be available.

In addition to the new GE-Blue Cross ID cards, employees will also receive an insert page for the Insurance Plan booklet and a revised GE Insurance Plan Certificate which indicate the change in carrier for Type A-1 benefits. Instructions for use of the ID card at a hospital appear on the back of the card.

#### Stock, fund prices tallied for quarter

Here are the average GE stock prices and the average fund unit prices used in crediting participants' accounts for the first quarter of 1975 under the Savings & Security Program:

January: stock price, \$35.500; fund unit price, \$20.289.

February: stock price, \$41.757; fund unit price, \$22.706.

March: stock price, \$46.369; fund unit price, \$24.499.

#### the softball leagues for one full year after their date of layoff from General Electric. The Women's Softball League

Continued from Page 3

DISK, 3-pt., \$60. Tire rims, 14",15", 16". 489-9453.

RANGE, GE, 30" w-grill. Tan rug. 436-8034.

436-8034.

TABLE, Ig., chrome. Plastic toilet seat; 2 curtains. 485-6523.

BOAT, 14"; 50 Merc. trailer. 483-4396.

TRAILER hitch, Reese, loadleveling, heavy duty, \$65. 637-6956.

AFGHAN, broomstick lace, new approx. 46x70, \$18. 422-3235.

'75 MONTE Carlo, less than 3,000 mi., must sell. 483-1746.
'66 CUTLASS, air, 4-dr., good cond., \$395. 747-3805.

\$395. 747-3805.

\$395. 747-3805.
MINIBIKE, fair cond., Briggs engine, \$30. 432-2414.
BABY furniture, sofa, used. 485-7109.
TIRES (2) G78x15 on Dodge rims, good, \$40. 747-7170.
CHAINSAW, good runner, cheap.
Snow tires, D70x13. 483-5603.
SCHOOL desk, reg. size. 489-5888 aft.

5.
STORAGE bldg., 6'x10', painted red, new. 749-4485.
STOVE, 36'', refrig., both elec., good working cond. 432-3445.
'72 VEGA, auto., low mi., good cond., \$1175. 743-6267.
'71 SUZUKI, 250 cc, ex. cond., \$665.

743-6207.
CONSOLE stereo, AM-FM tape player. 745-1566.
GARAGE door, overhead, 16', \$100.

GARAGE door, overhead, 16', \$100.
493-1301.
ENGINE, 6 cyl., 144 cu. in., Comet-Falcon. 432-0189.
TRUCK camper, 11', 3'4 ton, self-cont., \$900. 337-4644 St. Joe.
SHRUBS, trees, burning bush, purple leaf, & others. 456-3162.
TABLE lamps, white ivy trim, 30" shade, \$25-pr. 745-9271.

meeting for April 24 at 4:45 p.m. Attendance at this meeting will determine the degree of interest in league participation.

has scheduled its organizational

The Men's Softball League held its organizational meeting earlier this week, and teams are now being formed. Any employees who missed the meeting and are interested in joining the league should call Stan Harmeyer, Ext. 3505, for further information.

DISTRIBUTOR for Chevy, dual point setup, \$10. 441-9143.
BDSPRD., tw., ryl. bl. 2 pr. lt. bl. drp., 36x48, 2 lamps. 744-9479.
GARAGE sale, Apr. 18-19, 9 a.m.-6 p.m., 6333 Melville Dr.
'72 VETTE, new radials, 4-spd., 350 eng., A-1 shape, \$4500. 743-1470.
TABLES, 1 coffee, 2 sq. end, maple, like new, \$50. 489-4862.

WANTED

MOTOR, Johnson, 5½ h.p., '60 to '64 model, good cond. 747-4233. VIOLIN. 484-4938. POSTHOLE digger. 745-5508. SPARROW trap. 485-4455. TIRES (2) BW, 7.75x15. 745-0746. BARBELLS, reasonable. 447-2688 aft.

ment. 747-7760. CARTOP carrier, moulded plastic. 483-2767.

FERTILIZER spreader, E-Z flow or other. 344-3483 Hntgtn. COAT tree, wooden. 483-8378. ENCYCLOPEDIAS, complete set.

432-1258.
BABYSITTER, live-in, age 16 or older, for 3 children. 447-5143.
GARDENS to till. 483-3764 aft. 5, weekends.
WILL DO interior painting. 447-5051.
LAWNROLLER, 8' stepladder. 432-

BRICKS, 100 to 200, any color, for walk. 493-2486.

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cottage, Rome City, 2 bdrm., by season, modern. 747-2464.

#### FREE

CAT, black & white, young. 485-7766.

| ☐ For Sale<br>☐ Wanted<br>☐ For Rent<br>☐ Free                                |                                      |  | #F<br>E N<br>ADS | EW   | — —<br>SВ | L D   | <b>3.</b> 1 | 8-3<br>RINT | rec  |            |      |      | rs \ | inted<br>Vant |     |
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| Ads must be<br>Friday. Subm<br>form; don't i<br>Property adv<br>national orig | nit <b>only</b><br>nclude<br>vertise | one possible of space | er is            | ssue | , US      | ing i | one<br>nur  | nbe         | r or | nly<br>gar | on d | line | ind  | icate         | ed. |
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| Home Ac   | dress                                |  |                  |      |           |       |             |             | Pa   | y N        | 10   |      |      |               | - [ |

\* The item(s) referred to in this ad is are in no way connected with any business venture.

# SMPD employees' 250,000-hour safe work habits make 'cents'

You have just worked a quarter of a million man hours without a lost-time accident.

For your safety efforts — Refreshments are on us!

That's the message that greeted employees in the Specialty Motor Products Dept. at Taylor Street as they punched the time clocks for the start of the 6:48 a.m. shift last Friday, April 18.

The words were printed on small cards with the familiar

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on the front cover and the department's "XL in '75" symbol on the back. Inside the card the message continued, "The last lost-time accident we had at Taylor Street occured on August 30, 1974. This is a great record—one of which you can all be very proud. We would like each of you to toast yourself on your next break."

To help SMPD employees celebrate their safe-work victory, a dime and a nickel were taped to the inside of each green-and-white card. "Congratulations again," the message concluded, "and keep those accident-free hours climbing!"





250,000 HOURS WORKED WITHOUT A LOST-TIME ACCIDENT in the Taylor Street plant of the Specialty Motor Products Dept. brought supervisors to the time clocks last Friday morning. They greeted employees about to "punch in" for work and handed each person a card containing 15 cents. The instructions told SMPD people to enjoy their first coffee or Coke break with the compliments of the Taylor Street management. In photos above and at left of this page, employees learned of the conscientious accident-free record while sharing smiles and congratulations.









## For those eligible

# S&S Plan Insurance refund of 70 percent coming soon!

It's a "rebate" to beat all rebates! There's a refund coming up for all eligible participants in the Savings & Security Program Insurance Option as a result of favorable experience of this life insurance coverage in 1974.

The refund amounts to 70 percent of 1974 payroll deductions for Savings & Security life insurance coverage. It will be made during the early part of May to all GE employees in Fort Wayne who were actively participating in S&SP as of February, 1975.

Company-wide, the amount being refunded totals more than \$3.2 million, and many refunds will amount to more than \$100! The amount of refund depends on an individual's contribution to S&SP insurance during 1974.

The refund of 70 percent of contributions means that eligible participants will have received their 1974 coverage for a bargain rate. In addition, GE has made a matching payment of 50 percent of the original cost of the insurance to each participant's Savings & Security Program account.

Watch for more information on the upcoming refund and the S&SP Insurance Option in next week's GE News.



More about Blue Cross ID cards See Page 4

# Employees seek public offices to help solve citizen concerns

Two weeks ago the GE News carried the views and platforms of three General Electric people seeking public office and running in the upcoming May primary elections. This week, the News reports on two more candidates. Richard Borton, a die room employee, has announced his intentions to run for Republican councilman in the fourth district; and Jim Buchheit, a materials specialist, is looking for the bid as councilman-at-large on the Democratic slate. Both men work in the Technical Resources Operation's Wire Mill.

# Getting in touch with councilman often a problem

A native of Fort Wayne, Richard Borton has long been active in the fourth district and says he's "gone as far as a private citizen can" in working toward community betterment. This, he adds, is why he now seeks public office and to work more closely within the governmental structure.

He advocates cooperation among community residents and their elected officials. "It's like pulling hen's teeth at times to get hold of your city councilman when you need him," he says. "A councilman can't just go to meetings; he's got to do his homework, too." Borton says a councilman can get substantial support from neighborhood associations to help accomplish community objectives, and believes in turn that the councilman has a responsibility to determine directions to be taken on issues, know the priorities and concerns of his community, maintain budgetary guidelines, complete goals and "keep the



BORTON: Elected official must be more responsive to the people.

taxpayers satisfied," he notes.

Borton says he's "interested in youth" and supports the allocation of federal money coming into Fort Wayne for the creation of jobs. He sees vacant houses, air and water pollution and local drainage problems as areas which need attention and correction.

The fourth district councilman candidate is head of the board of governors for his neighborhood association, an assistant scout master in the Boy Scouts, and a member of Saint Matthew's Lutheran Church and the Fraternal Order of the Masons.

# Make it easier for a taxpayer, not the criminal

Jim Buchheit's platform for councilman-at-large centers on crime deterrence, revitalization of the downtown area, and budgetary restraint in public school expenditures. A life-long resident of Fort Wayne, he says he's seeking office because, "I like people — most of them, anyway."

Buchheit believes, "Our justice is not swift enough or severe

enough. Handing down light or suspended sentences is judicial mockery of our law enforcement officers and is certainly not a crime deterrent. The punishment should fit the crime."

He supports the construction and development of a downtown mall with convenient, free parking, and notes that a convention center "would not aid this inner-city malady."

He is also in favor of a closer control by the City Council over public school expenditures. "City schools take the biggest bite out of our tax dollars every year, and the school boards should learn to conserve where they can," he says. "Most of this expense comes in the form of salaries and administrative costs, yet teachers are being let go from their jobs now. We have enough schools for the present, and when more are built, they can be built the same. Each school doesn't have to be a work of art."

Buchheit is active in the Civic Theatre, "which is the reason I'm wearing this beard," he notes, and is a member of Saint John the Baptist Catholic Church, Holy Name Society, and Knights of Columbus.



BUCHHEIT: Curb crime, revitalize

#### They earned them

# Monthly awards for job well done presented to GPM 'Transporters'

The General Purpose Motor Dept. transportation operation initiated this year an award "to recognize employees who perform above the normal," according to Larry Decker, safety specialist.

Based on information regarding employees' attendance, safety habits, attitudes, job performance and contributions to the GE Suggestion Plan, a selection committee of four employees reviews the accomplishments of award candidates submitted by transportation operation supervisors. They decide on a "Transporter of the Month" in the GPM operation, and a wall plaque inscribed with the winner's name is presented.

Roger Pierson, a payroll clerk; Jean Wenzlick, a routing clerk; and Denny Steward, a third shift dock group leader, have each been awarded these plaques in the first quarter of 1975. The following excerpts are from their award nominations:

ROGER PIERSON, January award: "The attendance record which Rog has is one of the best within our operation. His job



"TRANSPORTER OF THE MONTH" award recipients, from left, Jean Wenzlick, Denny Steward and Roger Pierson, earned recognition in GPM's transportation operation for exemplary work habits and job performance. Congratulating the first quarter winners is Larry Decker, safety specialist and award committee chairman.

performance has been excellent and he often has started working well before his scheduled starting time and has also shortened or skipped his lunch period so that at the end of the day he was able to say that everything was completed on time. The record of suggestions submitted and accepted indicates that he has an active interest in making his and

other jobs easier, more meaningful and safer."

JEAN WENZLICK, February award: "She has on many occasions gone above and beyond the call of duty to see that her job was done properly. She has ... shown the desire to get the job done and get it done right. She has turned in several suggestions to help improve the job and several have been accepted. She not only knows her job to the letter but is very capable of stepping in and pinch-hitting on all the other jobs in the office. She is a very capable person and a real credit to our staff.'

DENNY STEWARD, March award: "Denny's attendance is well above average (and his) safety habits are very good. Denny's attitude toward his job is very good. (His) performance on the job is above average." This nomination also refers to the award-winner as one of the most "dedicated" employees on his shift.

All hourly and nonexempt salaried employees working in General Purpose Motor's transportation operation are eligible to earn the "Transporter of the Month" award.

## Putting down pins picks up trophies



SENIOR CITIZENS BOWLING LEAGUE trophies are awarded by the GE Club for women's scores over 200 and men's games over 230. Mardo Tobias, league president, left, and John Ormiston, secretary-treasurer, right, presented awards to league members Charlotte Stanford, Whitey Lieberenz, Cecil Tarney, S.A. Chaney and Mary Dial. The newly formed GE Club league meets every Thursday at 1 p.m.

# Elex members planning busy month

Bingo, banquets and ballots are all on the agenda for Elex Club members this month. Here's the calendar of activities for May:

May 5: Partizan chapter executive board meeting; 11:30 a.m., Lucky Steer Restaurant, 2912 Getz Rd.

May 6: Partizan chapter oneday trip to Conner Prairie.

May 12: Elex Club Supper Program: Bingo for the 1975-76 members only; tickets are \$2.35; supper will be served from 4:45 to 5:45 p.m.

May 14: Pen-El chapter social meeting; 1 p.m., YWCA.

May 15: Elex Club Luncheon Program: Activities and price same as May 12 Supper Program; food catered by Halls and served at 11:30 a.m.; Franke Park Pond Pavilion.

May 19: Honor-ettes chapter Installation Banquet; noon;

Halls-Lester's Party Room, 1502 Bluffton Rd.

May 19: Elex Executive Committee End-of-Year Supper Meeting.

May 20: Partizan chapter Installation Banquet; 12:30 p.m. Fort Wayne Woman's Club, 402 West Wayne St.

May 20: Elex Club appointed East.

committee to count ballots; Bldg. 18-1 conference room, 7 p.m.

May 21: El Par chapter social meeting; 1 p.m., Ranch House Restaurant, 3204 North Anthony Blvd.

May 28: El Par Chapter board meeting; 9 a.m., The Pancake House, 907 Lincoln Highway East

MEWS

Vol. 57 No. 16

about the people who help make the world's most dependable compenents

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

EDITORIAL OFFICES: 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441 Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

# **NEWS NOTES**

#### Appliance Park brings 800 back to jobs

About 800 employees will be recalled to their jobs next month at General Electric's Appliance Park, Louisville, Ky., it was reported by the Louisville Courier-Journal. The announcement was made jointly by the company and Electrical Workers Local 761.

"Currently there appears to be some improvement in the retail sales of some models of refrigerator and home laundry products," the company-union announcement said, but added, "We are hopeful that Appliance Park employment can be kept at this higher level; however, it would be unrealistic not to recognize the direct relationship of sales to jobs."

#### GE plants in Illinois forced to close

Two General Electric plants in Illinois will close their doors this year as the result of declining sales volumes and lack of competitive strength.

GE's Audio Electronics Products Dept. plant in Decatur, Ill., which manufactures phonographs, compact stereos, record changers and Show 'N Tell phono-viewer systems, will halt production by May 31. The warehouse is expected to close by year-end.

The business has been uneconomical for several years, according to a company spokesman, and although a considerable investment was made to keep the Decatur plant profitable, the impact of rising costs and a declining market forced the decision to discontinue manufacturing operations there. Inventory will allow the company to market the affected lines through the end of the year, and compact stereo systems may be offered into next year. Whether compact stereo and component systems will be continued will be decided later. GE will remain active in radios and in the tape-recorder business. The closing will affect approximately 850 employees, 200 of whom have been on layoff since November, 1974.

The company's Rockford, Ill., plant will phase out its business by September, 1975. The GE location manufactures cabinets for televisions, and is closing due to low production volumes, which do not provide the opportunity to be competitive with cabinet manufacturers outside the company. In the future, all TV cabinets for General Electric televisions will be purchased from outside sources, the company said. There are 150 employees on the Rockford payroll. During the past year, the plant employed more than 500 people in its manufacturing operation.

#### Big W sells major appliances; profits drop

During the first quarter of 1975, White Consolidated Industries completed the acquisition of the domestic major appliance business of Westinghouse. The purchase, announced late last year, was subject to government approvals. Westinghouse had been reporting considerable losses in recent years from its major appliance business.

Under terms of the sale, White will manufacture, sell and service major appliances under the Westinghouse name. The major appliance portion of Westinghouse's business was estimated at around \$600 million in 1974, or about 10 percent of its total sales.

In addition to its major appliance business, Westinghouse sold its mail-order business in 1974. For the fourth quarter alone, the company showed a net loss of \$76 million. This included a one-time after-tax charge of \$71 million for disposing of its two businesses. Profits for the year totaled \$28 million, or 31 cents per share of common stock, compared with \$1.82 a share in 1973, Westinghouse reported. Sales were up 14 percent in 1974.

#### Phillippe Awards for public service given

Outstanding service by five General Electric employees has been recognized by their selection as winners of the 1975 Gerald L. Phillipe Awards for Distinguished Public Service.

The winners are William E. Emerson, a plumber-steamfitter in West Lynn, Mass.; Brady Ervin, a sales representative for the General Electric Credit Corporation in Nashville, Tenn.; Charles E. Leonard, a design engineer in Burlington, Vt.; Tom C. Simons, logistics specialists in Houston, Tex.; and Lewis Woods, Jr., a winding machine operator in Hickory, N.C.

Two GE employees in Fort Wayne — Dallas Smith, an equipment application specialist for the Technical Resources Operation, and Bob Schaetzl, manager of electronics markets for the Specialty Transformer Business Dept. — were among the list of 82 company employees around the country nominated for the award.

# Store planning inventory; Watch for great gift ideas

The General Electric Employee Store will be closed next week on Wednesday and Thursday — April 30 and May 1 — for inventory. Doors will be open as usual on Monday, Tuesday and Friday.

If you haven't done so already, now's the time to follow up on those little gift hints Mom has been dropping. Mother's Day is May 11. Shop early, and watch for some great gift ideas from your Employee Store in next week's GE News.

# Hourly, nonexempts get first-hand look at Taylor Street production concerns

A few people were already seated at the section 15 conference room table, but it was only 9:50 a.m., and the meeting was to begin promptly at 10 o'clock. Chet Reinking, materials and quality control supervisor for the Specialty Motor Products Dept. at Taylor Street, used this pre-meeting time to explain to Bonnie Geise what was about to take place.

Actually, there was nothing particularly unusual about the department's production reports. Supervisors and other individuals responsible for the manufacture of SMPD products followed routine procedures in discussing such matters as surplus, deficits, sample deliveries, schedule commitments, lost-time accident records and absenteeism. But for Bonnie, it was the first time she'd heard these statistics rattled off in a conference room environment.

Getting Filled In

Like other hourly and nonexempt employees before and after her, Bonnie was invited to observe first-hand problems and concerns Taylor Street supervisors face each morning. The group meets every day for about a half-hour, and Monday through Thursday each week a different employee is asked to "sit in" on one of the production meetings.

The GE News asked three employees who attended last week's meetings how they felt about being there. Lois Ellis, a production clerk who visited a Monday morning meeting; Norbert Jacquay, a stockkeeper who came to a Tuesday meeting; and Bonnie Geise, a helper who was present at the Wednesday meeting, all said they found the reports interesting.

**Everyone Important** 

Lois Ellis' desk is almost directly across from the conference room door. "I often wondered exactly what went on in one of those meetings," she says, "and I never realized they considered each person in our

factory so important."

The SMPD production clerk says she was impressed by the amount of attention given to employee absences. "There was one man in the meeting who needed someone in a particular area to get a job done, but wondered what he could do about it because that person was absent. I'm sure if people knew about these problems, they'd know why it's so important to be at work every day.'

Communication Good

Norbert Jacquay feels that the meetings are a good source of two-way communication among general foreman Ansel Black, who chaired the report sessions; Taylor Street plant superintendent John Lary; and SMPD supervisors. "I thought all along that it would be interesting to go to a meeting like that to learn more about the way this business functions," Norbert comments.

He'll retire from his stockkeeping job at the end of this month, and says he's glad he had the chance to watch one of the production meetings before he leaves. "I think it would be a good idea if they doubled up the people invited to each meeting, too," Norbert adds. "There may be some men and women who work here and will never have an opportunity like this to see what goes on.'

Covered It All

Bonnie Geise's reaction to attending the meeting was also a positive one. "What I found most interesting were all the figures on what motors aren't ready to go out and which ones should be on their way,'' she says.

"I never realized how the foremen here went about all this reporting," Bonnie adds, "and I think they covered everything pretty completely.'



BONNIE GEISE, helper, found the meeting interesting and felt the day-to-day concerns of the SMPD business were well covered.

'SITTING IN" on one of the daily production meetings of SMPD Taylor

Street plant supervisors is Bonnie Geise. Ansel Black, general foreman and meeting chairman, far end of table at right, and John Lary, plant superintendent, center, conduct business as usual.

LOIS ELLIS, production clerk, says NORBERT JACQUAY, stockkeeper, she learned to appreciate the problems supervisors face when was impressed by the communication among supervisors employees are absent from work.



RIDERS WANTED

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279.

FOR SALE

TIRE, F70x14, brand new, raised Itrs., \$15. 747-3727.

feels such meetings are important. TRACTOR mower, 8 h.p., 2 yrs. old, \$195. 672-3227 Rnk.

POTTERY wheel, workshop, record plyr. stand. 483-0069.

SHAMPOOER, floor & rug; barrel coffee table. 747-0035.

'72 YAMAHA XS, 650 cc, new rear tire, hi-rise hndlbrs. 432-0452.

'49 FORD, ½ ton, restor. cond. Wheel Horse mower, \$60. 543-2410 Undl.

STOVE, 30", elec., coppertone, ex. cond. 486-1277.

RANGE, 30", elec., 2 yrs. old, av. grn., \$50. 632-5580 Woodbrn.

LADIES golf shoes, sz. 9M, \$5. 743-5942.

RANGE, 30", gas, av. grn., good cond. 748-8495.

TWIN bed, Drexel, solid pecan, like new, \$75. 446-6953.

'69 CHEV. Malibu, gold & blk., good cond. 824-3896 Blftn.

PAIR lamp tables, 1 floor lamp. 456-8953 aft. 4:30.

WINDOW & screen, new, alum., awning type, 32x39, \$12. 483-0754.

'73 HONDA, 450 CB, red, 2 red helmets, \$900. 337-4331 Hcksvl, O. DRYER, gas, like new, ex. buy, moving. 456-1723.

LAWNMOWER, Jacobsen, 21" reel, \$20. 745-2882.

WEDDING dress, long sleeve, wtrain, sz. 11-12. 447-6439.

BICYCLE, boy's 20", chopper, \$25. 743-7861.

on the job

employee



### 'Never a dull moment!'

"Hi" and "You're welcome" and "Bye, now" are words which are parts of everyone's normal vocabulary. But for Ginny Buhr, they're part of the job.

As the company's receptionist at GE's main gate on East Broadway. Ginny's friendly smile is usually the first greeting visitors and sales representatives receive here.

"I used to keep track of the number of people who come and go past me each week," she says. "Some days it's slower than others, but most of the time it's like Grand Central Station around here. It averages out to about 18,000 people a year." The incredible statistic becomes even more startling when Ginny tells you she's been a receptionist since 1954. During more than two decades on this job, she's seen and talked to about 360,000 individuals - twice the population of the city of Fort Wayne!

'It's no wonder I'm all talked out at the end of the day," she laughs, "but it's a lot of fun." As a visitor comes to the reception building, it's Ginny's job to register the guest and place a call to the person he's come to see. She's got most of the GE extension numbers committed to memory, and has become an accomplished "tour guide" in giving directions to buildings and offices. She's also the person who keeps

track of and schedules company cars at Broadway. In July, Ginny will have worked 35 years for General Electric here. She joined the company as a factory employee in the Hermetic Motor

Operation, and later worked in the HMO and former Division 13 offices of Bldg. 18. Now a member of the Elex Club board of directors, she had been appointed by the company as treasurer of the organization for 10 years and was elected Elex president for the 1959-60 term. Ginny learned about her present job opening through her involvement in the Elex Club.

And she says she's glad she did. "It's a very, very interesting job," she notes. "You meet people from all over the country and from different parts of the world. There's never a dull moment!"

Despite the constant activity she's experienced over the years, however, Ginny says her biggest surprise came a few months ago when the company gave her a plant protection uniform. During nonrush hours, all pedestrian traffic at East Broadway must now go through the reception building. Because of her additional responsibilities, Ginny was issued a uniform. "I couldn't wait to walk into my hairdresser's shop wearing a badge!" she recalls with a smile.

When she's out of uniform, Ginny enjoys reading, fishing and "making all my own clothes," she says. She's also fond of traveling, and is planning a trip to Switzerland this summer.

TV, B&W, 16", stand. 747-2860 aft. 4.
END tables (2), coffee table, 2 table lamps. 456-5997.
BOOKCASE, nat. fin., 46 hi., 40 w., 4 shlvs., \$16. 749-2494.
RUG & pad, 12x13, good cond. 438-9194.

CEMENT mixer, ½ bag capacity. 723-4697 S. Whitley.
AUTO dwell meter, 4, 6, or V-8, new, never used, \$6. 637-3853.
RIPPLE afghans, \$18. 693-2687

C'busco.
FORMALS, sz. 9-10, 1-salmon, 1 lavender & white. 432-5884.
SAILBOAT, Sunfish, good cond., reas. 748-8580. LUGGAGE, women's. 432-2962 aft. 4.

'70 CHEVELLE, auto., PS, 350, good cond., good on gas. 748-0734.
'74 MINI-Duster, 3.5 h.p., good cond., ex. engine, \$125. 493-1610.
LAWNMOWER, \$10. 747-7665.
SWEEPER, 2 action trail. Lavatory, med. cabnt. 446-8333 aft. 10 a.m.

BOAT, 18', new, fiberglass, hulls unfinished. 657-5463 Harlan.

'69 DUNE buggy, red metalflake, \$1700 or best offer. 485-2336.

'67 STAR mob. home, part. furn., washer, skirted, sharp. 639-6443. OVEN, double, self-cleaning, elec. stove. 456-5992.

Please Turn to Page 4

# reason to be confused about new ID cards

New General Electric-Blue are still part of the GE Insurance Cross hospital admission identification cards were issued to employees here this week. The cards, which go into effect May 1, show that Type A-1 (Hospital) benefits of the GE Insurance Plan will be administered through the nationwide Blue Cross System.

Since only the insurance carrier is changed, employees and their eligible dependents have the same hospital coverage as always because the benefits

Plan. The following questions posed to GE employee benefits specialists brought answers that will give a better understanding of the change to Blue Cross:

How does the change in carriers for Type A-1 coverage help me?

The GE Plan can now operate under the Blue Cross national system when hospitalization is involved. This system, which is used by a number of major corporations, including IBM and Ford, specializes in handling hospital claims and is recognized by hospitals throughout the country. In most cases, an employee won't even have to make out a claim form but will simply show his or her GE-Blue Cross identification card. The hospital and Blue Cross will take care of

What about the restrictions I hear apply to some Blue Cross

There is absolutely no change in your coverage. Blue Cross has contracted to provide Type A-1 benefits of the General Electric Insurance Plan without exception. This means, for example, that Blue Cross will pay for blood and all other Type A-1 expenses of the Plan.

Now that Blue Cross is the carrier, must I go only to certain hospitals?

No! Your GE Plan provides you coverage in any legally licensed hospital.

I have dependent coverage now. My wife works and has coverage under Blue Cross through her employer. Since Blue Cross will be the carrier for Type A-1 coverage of our Plan, what effect will this have on my

dependent coverage?

The change to Blue Cross will have no effect on your dependent coverage. As in the past, your dependent coverage will protect you on covered expenses which your spouse's primary coverage doesn't pay. Of course, the total collected from both plans cannot add up to more than 100 percent of your covered expense.

What if I'm hospitalized away from home?

You're better off than ever before. The Blue Cross system is recognized across the country, and you'll have a lot less hassle away from a GE locality than you might have had in the past.

What about coverage of doctor visits, drugs, etc.?

Metropolitan (Aetna for California employees) is still the carrier for the other medical benefits of the GE Insurance Plan. Claims for these medical expenses (Type A-2 and Type B) should be submitted exactly as in the past by completing a blue claim form and attaching appropriate bills to the claim form.

How do I use the GE-Blue Cross ID card?

As indicated on the reverse of the card, it should be presented to the hospital whenever you or one

of your covered dependents is admitted. The hospital and Blue Cross will then take care of the handling of the payment for covered Type A-1 expenses.

What about out-patient expenses? Are they paid through the Blue Cross system?

If emergency out-patient care is received in a hospital because of an accident, and not later than the day following the injury, or if an operation is performed in a hospital out-patient facility, such expenses are Type A-1 and will be paid through the Blue Cross system. All other covered outpatient charges will be paid as Type A-2 or Type B expenses under present procedures.

What about conversion of the GE Plan hospital coverage to a private plan in case I leave the company?

Now that Blue Cross is the carrier for this part of the GE Plan, you will be able to convert your coverage, or a dependent's coverage, to a Blue Cross-Blue Shield Plan in case you become eligible for conversion. Considering the wide recognition of Blue Cross-Blue Shield plans, this conversion privilege should be of value to employees and dependents whose GE coverage is



INSURANCE BENEFITS REMAIN THE SAME. Type A-1 (Hospital) expenses will be administered through Blue Cross beginning May 1. But because this is a change in the insurance carrier only, the benefits are still a part of the GE Insurance Plan and remain unchanged. Type A-1 covered expenses are hospital special services and room and board changes incurred during a hospital confinement of at least 18 hours in a ward or semi-private room. Emergency out-patient care in a hospital because of an accident, and not later than the day following the injury, or if an operation is performed in a hospital out-patient facility, is also covered as a Type A-1 expense and will be paid through the Blue Cross system. In most cases, an employee entering a hospital won't even have to make out a claim form but will simply show his or her GE-Blue Cross ID card. The hospital and Blue Cross will take care of the rest form but will simply show his or her GE-Blue Cross ID card. The hospital and Blue Cross will take care of the rest.

# Alley Chat **Debbie Bowers**

Sixteen 200-or-better scores, led by Bill Kumfer's 225, made the news this week in the Monday Office League. Henry Helberg scored a 222 and 206, enroute to his 622 series. Ed Koontz also topped 600 with his 603, including games of 222 and 213. Don Locker hit a 214, Bob Lehman a 212, Bob Younghaus 211, Jim Meeks 208, Jim Rieger 206 and Dick Hunnicutt 204. Gary Sykes threw a 201, and 200s were scored by Woody Shure, Carl Turner and Don Hitzeman.

Frank Schiffli hit a 223 in the Thursday Owl League followed by Duke West's 221, Maurice Haines' 213, and Michael Hamman's 203.

Wednesday Owl's Ralph Hill scored a big 608 series with games of 208 and 207, Maurice Haines rolled a 214, John Stark scored a 204 and 202, Jim Slater a 202, Don Vires a 201 and Dave Thompson 200.

Masonic League reported Gene Bryau rolling a 221, Clarence Biedenwag a 209, and J. Trahin a 203 and 200.

Dave Myers hit a big 247 in Thursday's Apparatus League for a 626 series. Ray Junk scored a 210 and Jack Moser a 201.

A 638 was claimed by Robert Smith in the Taylor Street League with games of 235 and 213, Bud Snyder threw a 212, Ron Gibson had a 207, and Bill Wright a 204.

Small Motor League's Dave Knepple claimed a 239 and 200 game on his way to a 614 series last week. Jim Witzigrueter and Cal Hapner both rolled 214s, Harold Somers had a 212, Denny Gilday a 211, and Charlie Gnau a 202.

Our mixed leagues reported Jim Walker rolling a fabulous 268 game. Dave Myers hit a 237 (for a 602), Rick Erck a 234, Frank Woodson a 215, Ron Rubrake a 214, and 209s by Jack Morey, Maurice Haines and Gary Mackela.

And bowlers, don't forget to pick up an entry blank for our new Men-Women-Mixed Bowling Tournament. Entries close in about two weeks, so don't wait. For details, call the GE Club, Ext. 2042.



May 31 is the first of three tournaments. It's a four-man best ball tournament to be held at Foster Park. The best ball score will be subject to a Calloway Handicap System. I don't know what that is, but I guess that isn't important — I'm just going to be posting scores (and hopefully looking at Foster's beautiful new pro)!

As you know by the poster on the bulletin boards, reservations for the tournament are now being taken at the GE Club. Call Ext. 2042 today and register. We'd like a good turn-out for this first event of the season.

fee is payable at the Club. Green fees will be paid at Foster Park. The deadline for registering is May 16, so don't put it off.

| ☐ For Sale * ☐ Wanted ☐ For Rent * ☐ Free  |                                    | GE<br>L A           | ΞN                | EW                 | S B                   |              | G. 1               |                     |                                  |                          |             |             | rs '               | ante<br>Wan          | -                |
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Continued from Page 3

'67 IMP., V-8, auto., PS, air, shocks, good cond. 747-4548 aft. 4.
LOTS (2), beautiful, Highland Park Cemetery. 745-5587.
DOORS, fancy, exterior 36x79, interior 30x80. 493-2241.
'71 MERC., PB, PS, AM-FM radio, \$1300. 1429 E. Pettit.
CAR radio & spkrs., all trans. pushbutton, \$12. 637-5201.
WASHING machine, apt. size. 422-8193.

8193. '64 CHEVY, good shape, ex. interior. 447-1127. BOAT, 10', Crosby, 25 h.p. Evinrude, \$150. '68 Cutlass, \$250. 627-5128

Leo.
TABLE, dining rm., Mahogany, pads, 2 cloths, good cond. 745-3298.
'65 OLDS, reas., low mileage, PS, PB, auto. 483-1746.
BDSPRD., tw., ryl. bl. Pr. lamps, 2 pr. lt. bl. crps., 63x48. 744-9479.

'63 BUICK LeSabre, make an offer. 747-9383.

747-9383.

BOAT, Lyman, 16', \$10. 489-4209.

LAWNMOWER, w-grass catcher, elec., a steal at \$30. 485-6215.

TRAILER hitch, load level, car bracket, elect. br., \$65. 489-5834.

RANGE, electric, 30", like new, \$75. 744-5127 744-5127.

RANGE, electric, 30", like new, 5/3.
744-5127.

LADIES coats, dresses, skirts, men's coats, 5z. 42. 745-3080.

FORMALS (2), short, yellow & med. grn., sz. 9. 484-6394.

OLD record collection, 33 & 78 RPM, reasonable. 483-4746.

'68 MOTOR, Chrysler, 9.2 h.p., good cond. 485-9747.

GLASSES, 36 pc., cut stem. Gateleg table. 430-7973.

BARSTOOLS (4). Gr. kitchen carpet, blue lamp, co. table. 483-6150.

SNOWMOBILE tr., 8', 489-3410.

GOLF clubs, bag, cart, woman's n. used, new \$130, now \$60. 482-2638.

V-BOX, 100 amps. Stove, hood, plywd., pnlg. 745-4365.

TEACAN 180 dol. by unit. 30 gal. aquarium, w-stand. 447-3003.

WANTED

OLDER casting reels & rods. 422-6797

WOOD lathe, w-motor & cutting tools 747-5236. CANOE, 17', reasonable. 422-7387 aft.

5. WILL babysit in my Parnell Pk. apt. 483-3281.

VW bug body & running gear, '60-'68. 745-7546. HOUSE, 2 or 3 bdrm., June 1. 433-6864

p.m.

BABYSIT days, 1 blk. Luth. Hosp., hot meal, fn. yard. 745-2764.

GARDENS to till. 483-3764.

TV tower, used, 40'-50', reas. 747-7170.

BENCH lathe. 747-3805.

UPRIGHT piano, reas. price. 749-8035

#### FOR RENT

APT., furnished L.F., 3 rms., \$5.00 plus lights, close to GE. 743-7658. GARAGE, 2nd shift, next to Emp. Store, \$10-mo. 432-3445.

#### FREE

DOG, part Poodle & Terrier. 747-7267

eves. TERRIER, to good home, 1½ yrs., trnd., sweet nature, sh. hair. 749-5665 aft. 6.



# STBD 'Pacesetters' ready to boost sales

IT'S OFFICIAL! Specialty Transformer "Pacesetters" are out to increase incremental orders for their products in 1975 through a new "SuperStars" program launched recently. Keypunch operator Jan Weikel, left, and clerk-typist Mary Bruns remind STBD people that employees' business-building efforts are similar to the work of the official Indianapolis 500 pace car — to be ahead of the pack and get things rolling! (Pace car courtesy of Jim Kelley Buick).

See 'SuperStar' story on Page 2

# More 'take home' in paychecks result of new withholding rates

into effect.

particular, to check their

withholding as the new tables go

The first category includes

those employees who have been

overwithheld in the past. If they

have not been claiming all of the

withholding allowances to which

they are entitled, they may wish

to claim additional allowances.

The second category is married

couples when both spouses are

employed. They may be un-

derwithheld if they claim all of

the allowances to which they are

entitled, and they may wish to

The third group includes

employees who now claim ad-

ditional allowances for large

itemized deductions. The table

for determining entitlement to

these allowances has been

revised and appears on the back

of the new Form W-4, "Em-

ployees Withholding Allowance

number of withholding allow-

ances they are claiming by

completing a new Form W-4

Certificate."

Bldg. 18-1.

claim fewer allowances.

New withholding programs categories of employees, in required under the new Tax Reduction Act of 1975, enacted March 29, went into effect vesterday, May 1.

As a result, paychecks received today by salaried employees and next Wednesday, May 7, by hourly employees should show more "take home" than last week's checks. Here's why:

The new tax tables prescribed by the Act mean that, beginning May 1, federal income taxes withheld from wages and salaries are less for most people. The reduced withholding will continue for the remaining eight months of 1975 under the new withholding tables which apply under the new tax law. To put the new tables into effect, a great many new directives have gone to employers who have to change payroll programs as a result of the new law.

In a special statement, the Internal Revenue Service recognized the short period allowed for this work, and said that companies who made a good faith effort to accomplish the changes on time will be recognized as in compliance. In GE, the new withholding started on time.

The new reductions in tax withholding result from these

- An increase in low income owance from \$1,300 to \$1,600 for a single person (or head of household) and \$1,900 for a married couple filing a joint
- An increase in the standard deduction from 15 percent to 16 percent with the maximum increased from \$2,000 to \$2,300 for single person (or head of household) and to \$2,600 for a married couple filing a joint return.
- A new tax credit of \$30 for each taxpayer, each spouse, and each dependent.
- A new 10 percent earned income tax credit with a maximum credit of \$400, which phases out for incomes between \$4,000 and \$8,000.

The IRS is urging three

# Quality, strong communication vital, says customer at GPM

"If we don't have quality products we won't have customers — and our quality is only as good as the quality we receive from our suppliers.'

That's the way Dale Johnson, a buyer for Teletype Corporation described the chain necessary for customer satisfaction at all levels. The supplier to which he referred is the General Purpose Motor Dept. at Broadway, and the message was being directed to hourly employees there in a meeting last week.

The GPM customer is a subsidiary of American Telephone and Telegraph (AT&T), and manufactures tens of thousands of teleprinters each year used to send messages across the world. The motors which power a large percent of these teleprinters are made by employees in the Broadway plant.

Johnson said General Electric "stands out as number one" in quality, but noted that there is another important factor which



A CUSTOMER VISIT brought hourly employees in General Purpose Motor's Broadway plant to the conference room last week. At the table from left are Walt Riedinger, business equipment and international sales manager; Dale Johnson, a buyer for Teletype Corporation, a major customer of the GPM plant; Dick Baumbauer, plant manager; and Art Busch, a sales engineer for the Components Sales Dept. in Illinois.

currently needs the attention of been accepting some motors both GPM and Teletype employees. "We need to communicate better," he said.

"We buy everything designed to our drawings," Johnson explained, "and in the past we've which deviate from these drawings since our people knew what was acceptable from experience. Change of personnel and procedures require that we buy your motors exactly as they're specified. Deviations are costly, and if changes in our drawings must be made, talk to us about them first before you build the motors for our products."

Broadway plant manger Dick Baumbauer agreed, and urged employees, "If you have suggestions, let us know. It's easier to change drawings before we start production on a customer's motor."

Baumbauer also emphasized the importance of perfection in every detail of the manufacturing process. "We know a motor will run just as efficiently with a wrong name plate as with the right one. But should one fail, a serviceman will look through stock motors for information that isn't right, which could cause our customers inconvenience. It probably seems we're a little fussy at times, but there's a reason behind it."

Walt Riedinger, business equipment and international sales manager, and Art Busch, sales engineer for the Components Sales Dept. in Oak Brook, Ill., underscored this concern. Teletype uses a sampling process whereby they check five motors out of 100 shipped. If one or two fail their careful inspection, the whole batch of 100 is rejected because of the percentage error expected in the shipment.

Speed and long life of the notors are important characteristics, they noted, and pointed out that the teleprinters into which GPM motors go are usually running 24 hours a day. If the motors begin to wear out or variations occur in the speed, a letter "p" typed at one end of a message center, for example, could be received as a letter "g" at the other end, thus garbling an entire message.

The employees at the meeting got the message straight, however, and the GPM Broadway customer said he appreciated the opportunity to convey it first hand. "I think a gathering like this shows that GE people are genuinely concerned about their customers," Johnson concluded.



# **Future of Winter Street** encouraging in long term

Like other manufacturing operations of General Electric in Fort Wayne, the General Purpose Motor Dept. plant at Winter Street has felt the recessionary impacts of declining customer orders, inventory adjustments, and consequent reductions in its workforce.

But while Winter Street waits Employees may change the for and monitors signs of economic recovery, "there are some reasons for encouragement," according to plant available at the payroll office in manager Bill Bates.

"We're down now, but hope-

fully, I think we've bottomed out,' Bates is telling hourly employees in a series of informative meetings. He noted that Winter Street is planning a one-week shutdown of hermetic operations during May, but added, "We don't anticipate any large cutbacks in the near future, although we will lose some people through attrition during the next few months."

Order rates during the first three months of 1975 were about half those for the first quarter of

Please Turn to Page 2



HOURLY EMPLOYEES AT WINTER STREET have been attending a series of informative meetings held by plant manager Bill Bates, left. Although order rates for the first quarter of 1975 were considerably lower than those a year ago, Bates told the General Purpose Motor Dept. people, "We're down now, but hopefully, I think we've bottomed out," and added, "There are some reasons for encouragement."



SPECIALTY TRANSFORMER — STILL NUMBER ONE! That's the message STBD will be getting across to customers (and competitors) during its "SuperStars" program to increase incremental orders above and beyond budgeted goals. Specialty Transformer people call themselves the "Pacesetters" for 1975, and to drive the point home, several employees gathered around the official pace car to be used in this year's Indy 500 Race. Customer service specialist Shirley Tempel displays a packaged STBD power supply while department general manager Don Harbour and special industry sales manager John Lutteringer hold the sign to get sales moving. From left are: George Shaber, product service engineer; Bob Schultz, components sales specialist; Shirley Tempel; Andy Walsh, marketing manager; Harry Fisher, customer service manager; Don Harbour; John Lutteringer; and Stan Williams, components markets manager.

# STBD 'SuperStars' set pace

Andy Walsh is describing it as "a race between superteams" and the opportunity to "break out of this year's slump." As marketing manager for the Specialty Transformer Business Dept., Walsh has launched a new "SuperStars" program designed to boost incremental orders of STBD products above and beyond budgeted goals between April and December. The way these superteams play the game is important, but the real challenge is to win!

Letters sent to sales personnel and district managers in the Industrial Sales Division, Electronic Components Sales Dept. and Components Sales Dept. describe the rules and incentives of the "SuperStars" program. Walsh is encouraging everyone concerned with the sale of the department's transformers and power supplies to help strengthen STBD business by increasing the number of new orders or expanding orders received from existing customers. In turn, superteams responsible for additional business will be awarded prizes and compete for trips to the 1976 Indianapolis 500 Race.

Specialty Transformer's business-building theme for 1975 is "Setting the Pace in the Transformer Race," and STBD "Pacesetters" from marketing offices here will be traveling across the country to major ISD, ECSD and CSD offices this month. One of these individuals is Roger Grosso, manager of user and OEM (original equipment manufacturer) sales and coordinator for the ISD portion of the "SuperStars" program.

"We'll be on the road to open up lines of communication between our sales offices and STBD here," Grosso says, "and to help lasting success of this program."



BEATING ANY COMPETITION. Roger Grosso, manager of user and OEM sales, gives the winning flag to fast deliveries of STBD products, much to the delight of Frank Byanski, user and OEM proposition specialist, left. Inside the Indianapolis 500 official pace car at right, senior development engineer Stan Reidenbach pretends a mild objection to the "race" but won't argue with sales success.

generate enthusiasm for the 'SuperStars' campaign.

"I'm very optimistic about 'SuperStars' and I think the timing of the program is right," he adds. "It's being launched at the time the economy is expected to come back, and a little extra effort on the part of our field sales people could show big dividends for us this year and in 1976."

The order-getting activity. however, is only a part of it. According to STBD industrial sales manager George Mahon, "We need the help and commitment of everyone to make this work. We're in a slump period, and while marketing people aggressively go after new business, it will take support from engineering and manufacturing people to meet our customers' delivery needs. It's up to everyone to insure the

# Winter Street's forecast shows optimism in future

Continued from Page 1 1974, Bates said. Although he acknowledged there were some concerns that the high order backlog for industrial motors with which Winter Street entered the year was diminishing, he said, "Hopefully, the next time we meet I'll be able to show you an order rate line that goes straight across the chart instead of down."

Hermetic motors manufactured at Winter Street have experienced "a very sharp drop" in orders, Bates said. Serving only nine customers for this product, the plant manager noted that "we've had some real swings with them." He said some customer plants have temporarily shut down or are working on four-day weeks, while another "literally padlocked its receiving area for three weeks, and we had to carry our sample deliveries in by hand."

Bates said Winter Street wasn't alone in its problems, and pointed out that a major competitor of the GPM hermetic motor operation was working on an every-otherweek schedule. Reviewing the business situations at other local GE plants, he said there will undoubtedly be some new people coming into the Winter Street plant through bumping and layoff procedures, but that the impact of these moves will not be as severe as in the past.

ventory was brought down, safety records improved, and the level of Suggestion Plan activity is bringing Winter Street closer to its target as a member of the 400 Club (400 adopted suggestions per every 1,000 employees).

In a question-and-answer period following the meeting, Bates revealed business factors which further support his belief that there are reasons for longterm optimism. He told em-

• The rate of material inflation is going down and material procurement is not as much of a problem as it was last year. "We're particularly fortunate to have our own Wire Mill in Fort Wayne," he said. "It's difficult to estimate your material needs when you plan a week shutdown but then get last-minute orders and end up working. This happened to us in March, for example, and we were running tight on copper. But the Wire Mill came through. They're responsive and give us good quality, and I think they do a heck of a fine

• Winter Street has made considerable investments in plant rearrangement and new equipment during the past year, and is expecting still more equipment in 1975. "We want to make our motors as efficiently as possible," Bates said. "In addition these investments have enabled us to reduce manufacturing cycles, making our operation more responsive to customer needs."

But what about a business turnaround? When will it come?

"We haven't seen any strong During the first quarter, in- signs of business picking up yet, and historically, Winter Street trails the other motor plants in Fort Wayne by about six months. But I know it will turn up," Bates said, and indicated that the GPM plant will be ready to meet the challenge when it does.

## Business climate reviewed at 'Chat & Chew'



EMPLOYEES GOT STRAIGHT ANSWERS IN A "CHAT & CHEW" SESSION AT TAYLOR STREET.

It was a working lunch for Specialty Motor Products Dept. general manager Dave Gifford and his staff last week as they met with 10 salaried employees at Taylor Street. Conducting the second SMPD "Chat & Chew" session, Gifford invited those attending the meeting to "brown bag it" with him in the section 15 conference room during a regular lunch period.

**Business Briefing** 

He briefed employees on the present and future state of the Taylor Street plant and discussed economic and competitive

conditions which have recently resulted in announcements of additional layoffs plus shorttiming for Taylor Street people.

During the meeting, Nate Horton, manager of SMPD's heating and air conditioning operation, reviewed the "excellent responses" received from his organization's engineers in developing the new "Energy Saver'' Serv-S-Line<sup>†</sup> motors. Bill Fenoglio, marketing manager, told employees that this new line of motors is tailored for aftermarket applications and will be introduced to the trade May 2.

It should result in increased sales in one of the department's significant growth areas, he said. **Many Questions** 

The meeting ended with SMPD staff members fielding the "Chat & Chew'' group's questions, which covered a wide range of subjects. Included in these were inquiries regarding the prospects of placing salaried employees now on lack of work on jobs in other departments, possible consolidation of 39 - frame operations in Springfield, Mo., and the impact of energy costs on Taylor Street operations.



No. 17

about the people who belp make the world's most dependable components

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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

# SMD Taylor Street suggesters had a busy day

submitted in the Taylor Street plant of the Specialty Motor Products Dept., one recently stood out as unique. It captured the imagination of management there and involved practically every employee in the plant. On April 22 it blossomed into "XL Suggestion Day" at Taylor Street, and as a result of the event, approximately 180 hourly and nonexempt people eligible to participate in the GE Suggestion Plan turned in a whopping 124

Underlying the day's activities

Among the many suggestions was the department's businessbuilding theme to "XL in '75" through improved product quality, service and value.

> During "XL Suggestion Day" each eligible employee was provided a blank Suggestion Plan form to submit his or her ideas. Throughout the Taylor Street plant SMPD supervisors and planning and time standards specialists were dressed in bright red, white and blue star-spangled vests so they could be easily identified by suggesters who sought advice when putting their thoughts into words. Clowns,

balloons, a special employee discount at the Taylor Street cafeteria, and a prize drawing for GE cube radios added to the spirit of the day.

It was a gala occasion and SMPD people had fun. But the most important part of the day arrived after the festivities had come to an end. At the close of "XL Suggestion Day" nearly 70 percent of the Taylor Street workforce eligible to submit suggestions had put their ideas on paper to help the department cut costs, save time, improve safety and build business!



Both figures were computed by

Revenue Service regulations. If

you report different figures, your

return will not be correct and

may be challenged by the IRS.

Statement is the only accurate

accounting of what was paid out

to them in the distribution early

in 1975 — the result of their in-

vestments of 1971 — and the only

accurate record of what is still

being held in trust for them from

participation in 1972, 1973 and

The top of the Annual

Statement shows your holdings in

U.S. savings bonds, General

Electric stock, mutual fund units

and income for the past three

years. The bottom of the

statement shows the information

on the distribution of 1971 in-

vestments in the recent payout,

**Special Features** 

under the S&SP Retirement

In a separate box you'll see the investments which are being held

and "tax cost" data.

For most people, the Annual



"XL SUGGESTION DAY" at Taylor Street netted 124 ideas submitted to the GE Suggestion Plan on April 22. As employees were treated to a special discount at the cafeteria (above), suggestion helpers were available to assist SMPD people with their ideas. At right, some of these helpers were even ready to lend a hand to SMPD clowns as they distributed balloons throughout the plant. From left are Charlie Prin, Iris Champlin, Ansel Black, Chet



**RIDERS WANTED** 

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279.

FORSALE

HDBRD., white, decorated, full sz., w-frame. 743-4900.

LAWNMOWER, riding, ex. cond., \$150. 723-5438 S. Whitley.

'74 PONTOON, 16', 25 h.p. Johnson, take over pmts. 925-4135 Auburn.

'71 CHAMPION motor home, 11,160 miles. 357-3266 Garrett.

SKTS.- swtrs., sp. & wntr., dresses, 10-12, ex. cond., cln. 456-4914.

'65 MGB, rag top, needs repair, reas. 456-2606.

GAS conversion burner, 18,000 BTU,

456-2606.

GAS conversion burner, 18,000 BTU, \$60, 456-8300.

'64 CHEVY, convertible, new top, \$175, 483-7529.

ORGAN, bench, 2 keyboard, all transistor, 749-4625.

LAWNROLLDER, \$8. LP gas tank, 500 gal, 747-2464.

STEREOPHONIC, port., 5 spkrs., \$30, 745-3559.

\$TEREOPHONIC, port., 5 spkrs., \$30. 745-3559.

POOL table, 7', \$100. 493-1772.

'73 MAV., air, PS, 8 cyl., V-top, 15,000 mi., \$2500. 447-9777.

RECLINER, grn. vinyl; corner & end tbls., pr. lamps. 745-7690.

'67 CHEV. wag., new tires & brakes, good cond., mk ofr. 749-2408.

SHUTTERS, wd., Comb. rec. player, 78 & radio cons. 483-1857.

BOAT, 14', alum., 25 h.p. motor, trlr., fish or ski, \$385. 432-9026.

SAUNA bath cabinet, gold, fits any room, low price. 432-4766.

room, low price. 432-4766.

ROTOTILLER, 5 h.p., \$175. 5 h.p. riding mower, \$90. 622-7303 aft. 4.

'71 BUICK EL., full eqpmt., low mi. 483-3858 aft. 5.

OIL drum, 275 gal., \$20. 5011 Lillie.

# Keep S&SP Statement for next year's tax returns

Did you file your S&SP Annual Statement where you can find it methods prescribed by Internal next year?

Annual Statements were distributed to all participants in the Savings & Security Program recently. The only participants not receiving a statement are those who began participating in

You'll need your statement next year when you make out your income tax return for 1975 and if you sell any of the securities distributed in the "payout" at the beginning of the

The statement is your only source of the figure on the "taxable income" you received in the payout. It's also your only source on the "tax cost" of the securities you received — the figure you must use in computing any gain or loss if you sell the securities.

'72 BENELLI Enduro, 175 cc, ex. cond., \$275. 758-3330 Yoder.

\$1300. 622-4497 Ossian. WHEELS (4), rally, for a Vega, \$100. 456-3674 aft. 2.

KNEEHOLE desk, Oak rocker. 639-Please Turn to Page 4

Signature

Option feature. This feature lets you defer receiving the securities acquired with the company's 50 percent matching payment and income, and securities acquired through Vacation Banking, until retirement or until you leave the company for some other reason. Under current tax law, if those securities are held under the Retirement Option, taxes on

> received. If you receive all S&SP holdings in one taxable year because of retirement or termination of employment, special tax rules apply. Under these rules, part of the income may be

them are deferred until income is

long-term capital gain (only half of which is taxable) and the rest may be taxable under a special 10-year averaging method which results in a relatively low tax. Also, in an S&SP improvement next year, retiring employees may elect to have their Retirement Option account paid out in installments over a number of years after retirement when

taxable income may be lower. Save the Stub

Employee benefits specialists urge that the small stub at the right end of the annual Statement be attached to your securities so that the vital "tax cost" information will be kept with them. They advise that the large part of the form be kept with other personal records.

If you want to know more about

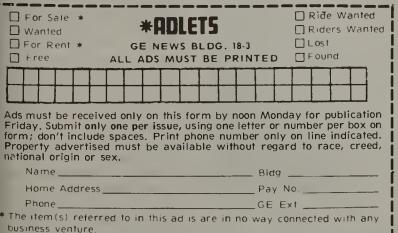
how "taxable income" determined, read the explanation of Column 10 on the back of your S&SP Annual Statement. It describes how your contributions and distribution made to you affect your unrecovered investment in the Program, as well as how your unrecovered investment is tax-free and how much represents "taxable income." By taking the time to understand this you can make S&SP work better for your particular situation.

In a future article, the GE News will describe how "tax cost" and "taxable income" are figured. There's a lot more to it than looking up the monthly stock and fund unit prices and applying them to the Savings & Security Program securities you receive.

#### U.S. Treasury honors GE and employees including the "taxable income"



THE MINUTE MAN FLAG was presented recently to Reginald H. Jones, GE board chairman, center, by the Treasury Department for support of U.S. Savings Bonds. The flag is the official symbol of the U.S. Treasury, and its two gold stars represent 10 consecutive years that GE employees have maintained a level of over 50 percent participation in buying bonds under GE's payroll savings plans. Making the presentation are Robert J. Sweeney, left, Manhattan area representative for the Treasury's Savings Bond Division, and Nathan L. Fial, North Atlantic regional director of the Savings Bond Division.





#### Shop for these and other outstanding GE values at your Employee Store

Continued from Page 3

**STEEL** door, 10' × 10', 2' sec., \$50. 65 gal. boiler tanks. 693-3254

gal. boiler tanks. 693-3254 C'busco. GE stereo console-phono, radio, AM-FM. 744-5645. '69 CADILLAC Couple deVille, radio, '69 CADILLAC Couple deVille, radio, fires, gd. cond. \$1295. 483-4819.
CAMPER, Puma, fold-down, A-1 cond., \$650. 432-0140.
WASHBASINS, used; 4" cast iron fittings. 489-4001.
WINDSHIELD to fit motorcycle, cheap. 623-3017.
CAMP stove, Coleman, deluxe, \$20. Leafsweeper, \$7. 456-4851.
ROASTER, GE elec., \$25. Food grinder. 456-4851.
WATER bed, safety liner & frame, like new. 747-2597.
WASHER, 3 cycle, 2-spd. Ladder jacks. 747-9647.
SECTIONAL, 3 pc., gold, ex. cond. Floor lamp, pole lamp. 483-2019.
WINDOW, new, aluminum, 32x39. 483-0754.
'73 CNCRD., 3 br., gas. ht., all GE &

483-0734.

73 CNCRD., 3 br., gas. ht., all GE & A.C., nr. Decatur. 747-2036.

OR rent, nice large 2 story 3 br. home, North. 484-3544.

BOAT, 19', unfinished. 489-4163.

Address correction requested

Fort Wayne, Ind. 46808

641 Growth Ave.

CLARINET, imported, wood, like new, reas. price. 483-8678.
REFRIGERATOR, coppertone, good cond., \$150. 745-3159.
WOOD storm windows & door & screens. 744-1462.
VIOLIN, w-case, \$150. 456-2688.
OR trade, 3 registered AKC Pugs, 2 fawn, 1 black. 622-7196 Ossian.
'72 YAMAHA, 80 cc, less than 1,000 miles. 485-7852.
ENGINE & parts, 318 Plymouth, good. 747-5692.
DRAG tires, M&H racemaster, 91/2 x 14, used twice, \$40. 483-4076.
'69 TOYOTA Corona, air, needs eng. work. 485-8024.

'69 TOYOTA Corona, air, needs eng. work. 485-8024.
GARAGE sale, May 2 & 3, 2933 S. Anthony Blvd.
'62 BUICK, 4-dr., HT, good running cond., \$150. 747-6084.
TIRES (4), H78x15, Uniroyal, \$15 ea. or \$50 for set. 447-5401.
END tables (2), like new, \$26. 484-5353.

5353.

'71 FORD, F-100, full pwr., 8' bed, new tires, \$1500. 745-9765.

SPAULDING golf woods. 134 slide projector. 744-6350.

STEREO, 8-track, for car, \$40. 432-4762

4762.
DRYER, elec. Baby bed, good cond.
House, 3 bdrm., SE. 447-9816.
BDSPRD., tw., ryl. bl.; 2 bdrm.
lamps; 2 pr. bl. drps., 48x63. 744-9479.

CARPET, 30 sq. yds., gold, \$130. 745-

**BULK RATE** U.S. POSTAGE PAID

FORT WAYNE, IND. Permit No. 681

36895 MI ANIAN TW 15 15 15 066 DEDER THE TERIODICAL PUBLIC TIBBARY

'72 HONDA, CB 350, red, 2 black helmets, \$800. 925-3171.
'74 CYCLE, 3-whl., street legal, 20 h.p., \$750. 672-3227 Rnk.
DRESSES (3), long, prom, blue, pink, ivory, sz. 9, like new. 484-6394.

6394.

ROCKER, antique, \$90. Comp. single bed, \$10. 625-4970.

'73 TRAVEL trlr., Concord, 22', selfcont., low mi. 1-723-5583 S. Whitley.

STORM wind. & picture wind., both 54×64. 743-8474.

TOOLS (5), good, wood, reas. 638-4381 Ossian.

LOT, wooded, lakefront, Lake

LOT, wooded, lakefront, Lake James, ex. beach, \$10,000. 447-

0,740. BEAGLE, male, 2 yrs. old, has all shots. 1-357-4009 Garrett. REFRIGERATOR, not frost free.

BIKE, girl's, 3-spd., ex. cond. 432-0429. TENT, 8x12, poles, cases, stakes, reas. 432-0936.

#### WANTED

GARDEN bench, cement, steel or cast. 636-7264 Albion.
FREEZER, upright. 427-8881.
BANJO, good cond., reasonable. 745-

5508.
LATHE, wood, turning, &-or accessories, 743-1192.
BUNK BEDS complete w-mattress, 744-8637.

#### Potluck coming

Retirees are reminded that the next Pensioners' Potluck is coming to the GE Club auditorium on Tuesday, May 13, at 11:30 a m

#### Campers meet

Despite chilly weather, 14 GE Camping Club members braved the elements last month to enjoy the first campout of the 1975 season at Pic-A-Spot Campgrounds. The next campout is planned for the weekend beginning May 9 at Chain-of-Lakes State Park. All interested GE employees and retirees are welcome to join in the fun.

TRAILER for 2-3,000 lb. 18' inboard boat. 422-1013.
BARBELL plates (2), 25 lb., Billard, would like metal. 489-3412.
SHELVING. 1-396-2855 eves. Col.

City.

ROOM divider, folding screen, any condition. 456-5624.

EXTENSION ladder, alum., any size.

422-8340.

TANDEM bike. 745-9602.

BED, twin size, or bunk bed. 493-2925.

SEWING machine, reas. price. 483-

RADIO, GE 10-band, world monitor, late '60s model. 745-7984. HOBBYIST beekeeper wants swarms of bees. 747-7760.

**CEMENT** mixer. 747-5349.

#### **FOR RENT**

GARAGE, 2nd shift only, next to Emp. Store, \$10-mo. 432-3445.
FURNISHED 3 rm., lower front, ex. clean, \$85 + lights. 743-7658.

## Low price 'check-ups' still around

Special "Spring Check-Up" prices for GE or Hotpoint room air conditioners and GE television sets will end May 30 at the company's Fort Wayne District Product Service facility. 4632 Newaygo Rd.

For the low price of \$13.95 not including parts or labor, in which case the regular employee discount on parts will apply - a service technician will check your air conditioner's temperature output and capacity, inspect the unit completely, clean filters and grills, and furnish an estimate of additional needed repairs.

For a complete reconditioning, the technician will remove the unit from its normal installation, make a complete check of components and capacity, steamclean the complete unit, and replace all inoperative parts (sealed system and fan motor excluded) at no charge for labor. The regular employee discount on parts will apply. The special price for this service is \$33. For Hi Thinline models, the cost is

Also for \$13.95, you can have a Newaygo Rd. service technician come to your home to clean the picture tube of your GE color TV set (18-inch or larger), adjust the color screens and grey scale, adjust the picture tube bias and AGC, adjust the purity of the picture, and clean and lubricate the TV tuner. Permanent cleaner installation is an additional \$3. Again, the price of \$13.95 does not include any necessary parts or additional labor, and the regular employee discount on parts will

Special prices are also available for carry-in service on GE television sets 16-inches or smaller. While you wait, a service technician will perform the same check-up noted above for \$12 on portable color TVs, and \$9 on black-and-white models.

For more information stop by the Newaygo Rd. facility or call a GE-Hotpoint service representative at 484-9005.



# Alley Chat **Debbie Bowers**

With league bowling coming to a close and roll-offs now in progress, the excitement of the whole season is at its peak. The Monday Office League finalized this half with Bob Younghaus scoring a big 602 (including games of 219 and 207). Henry Helberg was working on a triplicate with his two 223 games, Hank Vance rolled a 220, Forey Carlson 219 and 200, Bob Hess 208, Bud Snyder 202, and Cal Mansfield 200.

Masonic League reported a 623 scored by Jim Sircey with games of 238 and 213. Gene Bryau hit a 233, Bob Munro a 226, Larry Grenert 202 and Courtland Anderberg 201.

Bob Kintz scored a big 207 in the Tuesday Hermetic League, followed by Jim King's 203 and Don Hoffman's 202.

Ella Hardiek of Friday Night Ladies smashed in a super 602 series with scores of 228, 203 and 171. Right in there, Ella!

The mixed leagues reported a 604 series by Dave Knepple (with a 226 game.) Sharon Patrick hit a 190 and Ron Erck a 204.

And bowlers, there's still one more week before the entries close for our first annual GE Club Men-Women-Mixed Bowling Tournament, so pick up an entry blank at the Club now. For further information about the big event call Ext. 2042.

MAY 201975

# SMD pulls orders from 'clobbered' competitors

A "Competitor Clobbering Contest" launched last October by the marketing function of the Specialty Motor Dept. here challenged district sales people and the department's exempt employees to "Take the Bull by the Horns" and help turn business around in 1975. Under



HOLDING FIRM to a promise to "Take the Bull by the Horns" and bring in orders, CSD and SMD people worked together to earn more than \$2 million in additional business business taken away from SMD

the rules of the contest, Com- Friday, Fenoglio capped the according to Fenoglio. Together efforts . . . were consistent with ponents Sales Dept. employees contest results with the with his CSD counterparts, Nye's the objectives of the contest and and their SMD "bullfighter" counterparts were instructed to:

- Find out where competitors have problems meeting their customers delivery requirements, motor specifications, quality standards, etc.
- Tell SMD about the problem and get a firm commitment from Specialty Motor to solve it.
- Take the solution to the customer and get the order!

As the contest came to an end recently, SMD marketing manager Bill Fenoglio reports that 42 entries were received and 41 boxes of steak were awarded to monthly "bullfighter" winners.

"These bullfighters were responsible for \$2,029,000 in additional business — business that was taken away from competitors due to the extra effort put forth by CSD and SMD," he says.

In a marketing meeting last

presentations of General Electric portable color television sets to three "Chief Competitor Clobberers'' — John Nye, SMD Fort Wayne; Bob Scott, SMD Tell City; and Mark Cooke, CSD Indianapolis. Collectively, their order-getting and competitorclobbering performances resulted in more than 50 percent of the total sales volume of the

Six SMD "bullfighter" nominations put John Nye at the top of all participants in the contest, efforts accounted for six of the 17 winners over the six-month contest period. Breakthrough sales to these six customers amount to \$750,000 a year!

Bob Scott gathered four "bullfighter" nominations by CSD sales engineers. His support in work with two customers was responsible for \$461,000 in extra sales for Specialty Motor in 1975!

Four "Competitor Clobbering" entries accounted for Mark Cooke's \$119,000 in extra sales from an SMD customer! "Your

we sincerely appreciate the extra business . . . " Fenoglio wrote in a letter to the CSD employee.

In a special newsletter sent to contest participants, the SMD marketing manager said: "These results are very gratifying and I know each of you will continue to put forth the extra effort needed for the remainder of 1975 to keep GE and SMD number one in the fractional-horsepower motor industry. My personal thanks to each of you for a job well done."



Seventeen seek office in Elex Club See Page 2

#### Optimistic about future

# District sales managers review plans to increase GPM distributor orders

As manufacturers affected by the nation's economic downturn are now cautiously looking ahead to better days, the push to increase sales and expand market share is vital to the short-term survival and long-term growth of their businesses.

In the General Purpose Motor Dept., marketing employees are geared to these objectives. In addition to aggressive businessbuilding actions generated from their offices, they depend heavily on the order-getting performances of four pooled sales forces to accomplish their goals. GE employees in the Components Sales Dept., Apparatus Distribution Sales Division, Industrial



INTERESTED IN ORDERS of GPM products, four district managers of the Apparatus Distribution Sales Division visited here last week. Above, distributor sales manager Joe Scattaregia leads a discussion on marketing accomplishments and merchandising strategies.

# CHIEF CLOBBERERS! General Electric portable color television sets were presented last week to the top order-getting performers at the wrap-up of the "Competitor Clobbering Contest" sponsored by Specialty Motor. Of the more than \$2 million in additional business generated during the contest, Mark Cooke, CSD Indianapolis, left; John Nye, SMD Fort Wayne, second from right; and Bob Scott, SMD Tell City, right, were responsible for more then 50 percent of the business-building honors. Congratulating the grand prize winners is SMD marketing manager Bill Fenoglio, second from left.

# Watching ECSF donations at work, board surveys Rehabilitation Center

Board members of the Em-Fund (ECSF) got a first-hand look at the Anthony Wayne Rehabilitation Center last week. The visit and tour were part of an on-going effort to keep in close contact and become familiar with local agencies which receive funds from the United Way of Allen County and Fort Wayne GE employees' ECSF contributions.

Following a hot luncheon prepared by handicapped clients of the Rehabilitation Center, ECSF board members heard executive director David DeVoe explain the underlying purpose and some of the programs of the

"We work to get handicapped people into the world of work and off Social Security roles," DeVoe said. "The emphasis here is on vocational rehabilitation, and each client is individually counseled and given a program to help him enter the job market and find a fulfilling career."

DeVoe called these programs ployees Community Services part of "work prescriptions" designed to meet a handicapped person's desires and acquired abilities. "Even the meal you ate

this afternoon," he told ECSF board members, "was part of a new 12-week program here in food preparation and custodial Please turn to Page 4



SEEING IT FOR THEMSELVES. Members of the ECSF board visited the Anthony Wayne Rehabilitation Center last week. Inside a job skills area, executive director David DeVoe points out some of the work adjustment programs underway there which enable handicapped persons to gain a sense of independence, dignity, and the abilities to return to society as meaningfully employed individuals.

Sales Division and Electronic Components Sales Dept. have all been working closely with GPM marketing people to beat budgets and boost sales in 1975.

**Keeping in Touch** 

As the second largest of these sales organizations serving General Purpose Motor, the Apparatus Distribution sales Division (ADSD) carries the department's products to market through distributor sales channels across the country. Last week, four ADSD district managers from the division's central region visited GPM here to meet with Dick Fife, marketing manager, Joe Scattaregia, distributor sales manager, and other employees from the department's marketing function.

"Although we're currently in a down market," Scattaregia says, "these ADSD managers view General Purpose Motor as one of the most viable and valued departments they serve." He adds that last week's visitors represent sales offices in Indianapolis, Cleveland, Detroit and Cincinnati, and together with district managers in Minneapolis and Chicago, who were unable to

attend the meeting, make up the central region of ADSD. The central region is the geographic area of the country in which the most GPM distributor sales are initiated, Scattaregia explains.

These six districts are under the direction of central regional manager Jack Smith," he continues. "There are five ADSD regions with a total of 33 districts. and in 1974 the central region represented \$1 million more in sales of GPM products than the second best regional performer."

**Getting Together** 

In their meeting with GPM marketing employees, the district managers discussed mutual opportunities to expand sales and gain deeper market penetration. The ADSD representatives serve varied segments of the industrial marketplace, including automotive, material handling, pharmaceutical, machine tool and food businesses through distributors. Generally, they agreed the current markets are depressed, but indicated that the sale of General Purpose Motor products are better than several other product departments they serve.

Please turn to Page 3

## Annual election of new Elex officers begins May 12; seventeen compete

women are running for offices of the Elex Club this month. In an Executive Board meeting April

Seventeen General Electric 22, the following offices and nominees were approved for the 1975-76 Club slate:

> PRESIDENT Dolores



DOLORES BENZINGER



CYNTHIA LYTLE







STEFFAN



STEWART







McLEMORE



NEBEHY



SCHLUP



BENJAMIN







ROGERS



ZOBEL

Benzinger, Bldg. 17-3, and Cynthia Lytle, Bldg. 26-5

FIRST VICE PRESIDENT — Lynn Mathieu, Bldg. 26-3, and Elsie Oliver, Bldg. 4-4.

SECOND VICE PRESIDENT - Carol Steffan, Bldg. 4-6, and Mary Stewart, section 15, Taylor

SECRETARY - Beverly McClure, Bldg. 4-6, and Gloria Smith, Bldg. 18-5.

TRUSTEES (two will be elected) - Postella Craig, section 14, Taylor Street; Bertha McLemore, Winter Street; Jean Nebehy, Bldg. 4-6, and Catherine Schlup, Bldg. 26-3.

DIRECTORS (three will be elected to two-year terms) — Minnie Benjamin, Winter Street; Bessie Howard, section 14, Taylor Street; Judy Miracle, Bldg. 19-1; Lucy Rogers, Bldg. 4-4, and Barbara Zobel, Bldg. 17-3.

The position of Elex treasurer is a company-appointed office currently served by Ruth Sorg. Addie Stonebraker is assistant treasurer of the Club.

Election of new Elex officers is May 12-16. Ballots should be mailed to Lorena Walter, Bldg. 4-6, and will be counted May 20 by a committee appointed under the direction of outgoing Club president Wava Aughenbaugh. Voters must have valid 1975-76 Elex membership cards to participate in the election.

# Bingo tops Elex plans next week

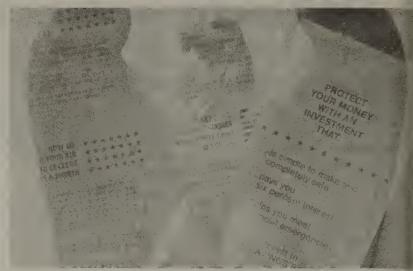
Elex members will kick off their new Club year with popular Bingo games highlighting Supper and Luncheon programs in May.

The Supper Program on May 12 will be held in the auditorium of the GE Club and features specially purchased "good neighbor" table decorations as well as regular Bingo gifts. Open to Elex members only, the program's supper menu consists of Swiss steak, baked potato, mixed vegetables and cherry pie catered by Hall's Restaurant, and served from 4:45 to 5:45 p.m. Tickets are \$2.35 each.

Also at the Supper Program, nominees for Club officers.

The Luncheon Program will be held at Franke Park's Pond Pavilion on May 15. Beginning at 11:30 a.m. Hall's will cater a menu of fried chicken and barbequed ribs, potato salad, baked beans, relish tray and pie. Again, tickets are \$2.35 each and available to Elex members only. White Elephant gifts brought by members attending the Luncheon Program will serve as "good neighbor" prizes, and regular gifts will be awarded to lucky Bingo players.

Elex Club first vice president nominees will also be at the May Luncheon Program, and members are encouraged to



Security Program to bring employees a \$3 investment for only \$2. Other ways of saving for future expenses are also highlighted in a special folder

Invest \$2, get \$3 in return

# Benefits, bonds team up as sensible way to save

"How to make a \$3 investment for the specified three-year by investing only \$2" — that's the topic of one section of a small folder distributed to General Electric employees in Fort Wayne last week.

It deals with a subject important to everyone who wants to save for future security, according to Chauncey Miller, benefits manager here. "The folder emphasizes the way U.S. Savings Bonds can team up with the company's Savings & Security Program to give you greater values than Savings Bonds alone," he says.

GE employees can protect their savings with an investment that is simple to make and completely safe . . . that pays a high six percent interest . . . and that helps meet financial emergencies, the folder says. The medium in which to invest to achieve these goals is U.S. Savings Bonds. They can be purchased under any of three General Electric benefit plans.

• If you purchase Bonds under the Savings & Security Program you get a 50 percent matching investment — in effect a 50 percent bonus — from GE if you leave them in your S&SP account supervisor today.

holding period. That's how you may get a \$3 investment for each \$2 you invest.

- If you purchase Bonds under the Savings and Stock Bonus Plan you receive a 15 percent bonus in GE stock if you leave them in your account for the plan's specified five-year holding
- Or, if you purchase Bonds under the straight GE Savings Plan you receive each Bond promptly, as soon as your payroll deductions are large enough to purchase it.

Miller underscores the values of investing in Bonds through one of GE's creative savings plans. "S&SP and SB both pay you a 'bonus' for investing in your own future while the straight savings plan gives you your Bonds quickly," he says. "If you're not using one of the benefit plans, you're losing out on some of the extra job values GE provides.'

To begin participation in any of the three GE savings plans, increase your participation, or simply get more information on this investment benefit, see your

# Plan financial security in future

In today's economy, it's more important than ever for people to put their investments for the future in something stable and secure. More and more, GE employees are choosing U.S. Savings Bonds as the sensible means to this end.

With the help of the three investment savings plans listed in the Elex members will have the article above, General Electric employees have become some of the opportunity to meet the 1975-76 leading Bond buyers in industry. During 1974 more than 173,000 GE people became new Bond buyers or increased their Bond purchases. Their investments in U.S. Savings Bonds represent an estimated maturity value of \$139 million!

If you're worried about the economic uncertainties of today, buy U.S. Savings Bonds — and be certain of tomorrow.



Vol. 57 No. 18

...aheut the people who help make the world's most dependable compenents

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

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Dan C. Crabtree **Communications Manager** Dick Knoph, Editor Rex Mericle, Chief Photographer

# Spring fancies blossom as ten plan retirements















as a model maker from the General Purpose Motor Dept. at Winter Street. He joined the company in 1941 in the Hermetic Motor Operation, and s planning now to relax and enjoy life during retirement.

MAX A. FRETZ retired April 1 from his quality control post at GPM's Winter Street plant. He also joined GE in 1941, and is looking forward to retirement to enjoy his hobby of tape duplicating radio and TV programs.

CLARENCE J. FUNK is still another GPM Winter Street retiree as of April 1. He also joined General Electric in 1941, and leaves his job as a press operator to "travel and catch up on neglected projects" in the

ROBERT E. HIRSCHMANN retired from the Specialty Tran-sformer Business Dept. on April 1 from his drafting detail job. Looking back on a GE career that began in 1942, he says he plans to fish and do some traveling now,

NORBERT J. JACQUAY retired May 1 from his stockkeeping job in the Specialty Motor Dept. at Taylor Street. Joining GE in 1941, he plans now to garden, fish, and help his daughter watch some Cardinal baseball games

EDNA L. KNIGHT retired May 1 from the Central Employment Office, where she was a personnel clerk, Her GE service dates back to 1934. After visiting her daughter in Olympia, Wash., she says, "I'll recycle my

ROSCOE L. MARTIN retired April as an inspector in General Purpose Motor's Taylor Street plant. Joining GE in 1941, he's busy making plans now to golf, garden, fish, and visit sunny Florida in the winter months.

HENRY H. PLIETT retired April 1 Street. He began his General Electric service in 1942, and is planning a trip to San Diego "if gas is available" during the retirement years ahead.

MARTHA A. TIPSORD retired pril 1 from the Hermetic Motor Operation after nearly 24 years service with GE. Now that retirement is here, she says she'll enjoy herself and be a companion to her younger daughter.

DONALD E. WALDROP, SR. retired May 1 from STBD. He joined the company in 1941 and looks back on more than 25 years in employee relations assignments. He was also an intitiator of the company's 400 Suggestion Club.

## Undefeated 'TRO 19-4' takes championship in wrap-up of GE Men's Volleyball League

The GE Men's Volleyball League completed its end-of-season championship play, and Dennis Sherman reports the TRO 19-4 team "winding up a long, hard season" with an undefeated record.

"In the final playoff set the runner-up East Broadway team lost the first game 15-8, but then came from behind in a thrilling second game to win it 16-14," according to Sherman. "In the third game TRO 19-4 came back strong to win the game and the league championship

"We hope to see each player return next season," he adds.



#### RIDE WANTED

NEW Haven area to Broadway, 1st, desperate. 493-2226. NORTH of Leo, Hwy. 1, 2 mi., to Bdwy., 1st. 627-5128. NEW Haven to Broadway, 7-3:30, 749-

#### **RIDERS WANTED**

DECATUR or area to Bdwy. or T.S., 2nd. 592-7279. GARRETT to Broadway, 2nd shift. 357-4479.



LOOKING FOR COMPANY? Advertise "Ride Wanted" or "Riders vertise "Ride Wanted" or "R Wanted" in the Adlets column!

COFFEE, 2 end tables, \$80 new, \$50

STEREO component set, 140 watt, R.M.S. receiver, \$350. 489-9520. R.M.S. receiver, \$350. 489-9520. APPALOOSA pony wyearling, good 4-H, 52". 672-2035 Rnk.
'68 CHARGER, 383, auto., clean, new tires. 447-4969.
HIGH chair, tricycle, child's clothes, toys. 446-6332.
SWIMMING pool. 6931.

toys. 446-6332. SWIMMING pool, oval, 4' deep, comp., must disassem., \$25. 745-0443.

'67 FORD, runs good, good tires, \$250.

'67 FORD, runs good, good tires, \$250.
747-9885.

LOTS (2), 55x200 each, Waynedale. 2 stoves, good cond. 747-2613.

MEN'S golf clubs, No. 3 & 4 woods; 2 men's sp. coafs, sz. 38. 672-3387 Rnk. nites.

STEEL mortar box, \$10. 747-3727.

BICYCLES, boy's 26", girl's 26", \$15 ea. 623-3785 Mnrvl.

DRUM, snare, nice, \$40. Snow tires, 8.25x14, \$7 ea. 749-2855.

MANCO mini-trail bike, A-1 shape, \$200. 627-2996 Leo.

SHELVING, used, 5% x 71/2 x 26; 3/4 x 65% x 12; 8 alum. brackets. 744-9493.

LANTERN, gas, for camping. Space

y493.
LANTERN, gas, for camping. Space saver for bathrm. 456-6780.
'70 WHEEL camper w-awning, good cond., \$750. 432-4490.
CRAGARS (2), SS, 15x6, Ford, good cond., \$40. 749-8970.

Please Turn to Page 4



ASSEMBLED TO SPARK SALES. District managers from the Apparatus Distribution Sales Division's central region met last week with marketing employees of General Purpose Motor. In addition to receiving "Crank Up Sales" keychains being displayed by three of the sales managers at left and by GPM's Joe Scattaregia, third from right, the visitors congratulated ADSD sales manager Jack Cummings, center, for his order getting performance which earned a model Duesenberg automobile award. The group discussed opportunities and challenges in serving the distributor market. From left are ADSD district managers Mitch Winoker, Cincinnati; Ron Wilson, Indianapolis; Bob Ratcliffe, Detroit; Jack Cummings, Cleveland; distributor sales manager Joe Scattaregia and market specialists Bob Gebert and Tom Wyss.

# Marketing strength, employee support will help boost GPM distributor sales

Continued from Page 1

Using phrases such as, "phone activity is beginning to pick up" and "there's enough available business out there to get," the GPM visitors all predicted signs of a slow, gradual increase in sales by the end of the year. They were guick to point out, however, that these sales will go to the producer who provides quick service and on-time deliveries.

As well as sales opportunities and welcome news of new products and new future franchising policies to better serve distributor markets, the ADSD-GPM group discussed challenges which lie ahead in coming months. Severe competition is one of the chief concerns, and to help counteract competitive threats, department marketing people reviewed past, present and future distributor-oriented merchandising programs on the books.

Under the department's 1975 "Crank-Up Sales" program, GPM kicked off its distributor marketing efforts with a "Snowbird Special" incentive aimed directly at electrical distributors and GE Electric Motor Servicenters. Last month, distributors had the opportunity to spark their sales with a pointof-purchase display stand containing free motors. Based on their orders, these 'Silent Salesmen' were made available for distributors' counter areas, showrooms or windows under a "New Two-Way Deal" offered by General Purpose Motor. Both merchandising efforts were successful and helped pull in additional sales for the department, according to Scattaregia. A GPM First

"One of our biggest and newest distributor programs being launched is an offer to build versatile stocks through GPM 'Serv-S-LineT' industrial designed motors," Scattaregia

With this complete new GPM product line, distributors can use a comprehensive cross-reference guide to order replacement stock for over 340 popular models of six leading motor manufacturers. The models listed cover thousands of motors in present use, including General Electric motors, many of which are in demand for after-market sales

each year. Consequently, distributors can stock fewer motors and profit from greater turnover.

"Products are identified by stock numbers as well as model numbers," the GPM distributor sales manager explains. "One GPM rating will replace several other ratings, and our customers will be able to identify their motor needs easily and fill their requirements promptly. This is the first time in the history of this department that we've done something like this, and it's a merchandising tool our distributors have been asking for and can really use. This line will be especially beneficial to the GE Electric Motor Servicenters in serving the growing replacement market.

**Successful Meeting** 

The discussion of sales and marketing strategies was well received by the four ADSD district managers at the meeting, according to GPM marketing manager Dick Fife. "It provided an excellent chance for two-way communication, and as a result,' he adds, "more conferences with other sales organizations serving General Purpose Motor will be planned on a regular basis."

At the meeting, a "Crank-Up Sales" model Duesenberg automobile award was presented to district manager Jack Cummings of the ADSD Cleveland office. Cummings has been a monthly winner of other awards in the marketing program and was 31 percent over budget for

the first quarter of the year "This is the highest over-budget performance in the central region," Scattaregia notes. "Two of his employees have already been singled out for professional and outstanding order-getting achievements since 'Crank-Up Sales' began, and we thought it fitting that he should be recognized for his accomplishments, too.

Although sales budgets are lower than last year to keep expectations in line with the state of the economy, Scattaregia says the ADSD representatives who visited GPM last week are all currently over budget.

**Looking Ahead** 

"It appears that our decreasing order rate has bottomed out and has reached a plateau where before it was in a down mode," Scattaregia concludes. "We're optimistic, and we're reading this as a sign of a resurgence in the distributor market.'

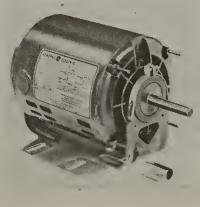
ADSD's Jack Cummings stated that there are motor sales still to be made, and emphasized the importance of hard-hitting and professional merchandising programs to garner every order. He added, "We can't create a need for our motors, but we can merchandise our products like crazy to fill the needs as soon as they arise." He concluded that the success of each program in the final analysis will be determined by how well it's supported with a real concern and desire to serve GPM customers' needs.

#### New GPM motor line fills distributor need

Men and women in the General chandising aspects and sales Purpose Motor Dept. are at work on the new industrial Serv-S-Line<sup>T</sup> motors for replacement and OEM (original equipment manufacturer) use. The mer-

potential of this GPM "first" are described by distributor sales manager Joe Scattaregia in the article above.

The new line of commercial and industrial duty motors is designed for any moderate starting torque application. According to a GPM promotional pamphlet which introduces the motor line to customers: "It's another example of General Electric's recognition of the allimportant replacement and OEM markets served by the General Electric Franchised Distributor and Electric Motor Servicenter." And the pamphlet points out: "It's good business!"



# Give a gift that shows you care!





3 heat/speed comfort settings ... variable airflow control ... super lightweight attachments.

# **EMPLOYEE STORE**

Continued from Page 3

Continued from Page 3
CHEVY Impala Custom, sharp, \$1600. 484-2404.
HEADERS for Chev. truck, 307 to 350, best offer. 747-0204.
RANGE, 30", elec., counter top drop oven, \$20. 483-1382.
TV, 23", B&W, AM-FM stereo hi-fi record player, \$100. 483-0276.
SUITS, boy's, blue, dbl. knit, sz. 18, good cond. 625-4776.
MAVERICK, 4-dr., aut., PS, air, 16,000 mi., deluxe. 447-9777.
OUTBOARD motor, elc. start, 9.2 h.p. 485-9747.
REFRIGERATOR, 11 cu. ft. 422-9357.

16,000 mi., deluxe. 447-9777.

OUTBOARD motor, elc. start, 9.2 h.p. 485-9747.

REFRIGERATOR, 11 cu. ft. 422-9357.

POWER mower, 18", & grass bag, \$48. Misc. items. 485-6523.

QUILTS, crystal plates, cups & sauc., silver sets. 748-8791.

STEREO, AM-FM, radio-phonograph console. 448-3961.

EXERCISER machine. Record player. 425-8124.

TABLE, dining rm., wood, 4 chrs., 3 ex. leaves, 39x40. 747-2330.

MOVING: camp stove, new dehumidifier, misc. 456-4851.

DINETTE, 5-pc., wrought iron; 4-pc. dinette chrome. 456-4851.

PANEL, 4x6, plywood, \$3.50. 745-5842.

REFRIGERATOR, GE, 9½', \$60. GE range, 40", \$75. 745-5602.

DOGHOUSE & pigeon pen, make offer. 749-0787.

'65 TRAVEL trailer, 19', ex. cond., extras. 456-6560.

COLOR TV, TV stereo stand, gas stove, dryer, baby items. 484-7689.

'74 MAVERICK, V-8, stick, black, \$2750. 745-3441.

YAMAHA 360, street & trail motorcycle, \$700. 425-6421.

SCREEN house, 8-sided, like new, \$200. 426-0705.

AMPHICAT, 6 wheeled, & trailer, best offer. 485-5278.

BICYCLE, 3-spd., new tires, reas. 745-5587.

PATTY Berg woods, 1, 3; irons, 2, 5, 745-5587.

PATTY Berg woods, 1, 3; irons, 2, 5, 7, 8, 9, \$25, 485-2536.

WASHER & dryer, deluxe, white, 485-

GARAGE sale, May 10, 11, 12-5 p.m., 1822 St. Louis, Avalon.

SAILBOAT, Sea Snark, 12', brand new, \$140. 485-2149.

TRVL. trl., 16', portapotty, spare tire, like new, \$1200. 854-3007 Rome City.

HEATER, gas, 120,000 BTU, first \$50. 745-1645 aft. 4.

CARTOP boat loader, rear bumper mounted, one-man. 747-9506.

3 ACRES, Spring Creek Recreational Dev., Elko, Nev. 356-3151 Hntgtn.

DOORS (2), ext., 3'2" x 6'8" x 13/4; 3'6 x 7 x 8 x 13/4. 745-9602.

'72 YAMAHA XS, 650 cc, new rear tire, 2 helmets, hi-rise. 432-0452.

SOFA, \$45. B&W TV, 21", \$25. Hollywood bed frame. 489-3390.

AIR cond., 8,000 BTU, ex. cond., easy window mount, \$95. 744-9479.

SHEP., 11 mos. old, bk., fe. 1 tan & wh. male, \$25 ea. 745-9854.

GARAGE sale, 7619 Baer Rd., bike carrier, clothes.

POOL table, 7', slate top, like new. 749-1077.

FREEZER, 20 percent disc. off \$435, pew. upright fr.-free. 485-6215

749-1077.
FREZZER, 20 percent disc. off \$435, new, upright fr.-free. 485-6215.
MOBILE home on 2 acres, 3 bdrm., central air, N.W. 693-3257.
'69 DUNE buggy, Corvair engine, new top. 747-0837.
'66 CHEV. Caprice, 2-dr., \$600. 745-1588.

METRIC socket wrench set, 11-pc., \$5. 484-5353.

#### WANTED

KIRBY vac. & attach., late model, good cond. 432-1676.

M&M stamps, 10,800, for same number of S&H stamps. 483-7252.

BIKE, tri-wheeler. 749-0355.

ALTERNATOR for standby power, 2000 watt or more. 747-3631.

BABYSIT, days, hot meal, 1 blk.

Luth. Hosp., fn. yard. 745-2764.

GARDENS to fill. 483-3764.

RIFLE, 22 bolt or lever act., good cond. 749-4956.

PAVING brick for outside walk, need.

PAVING brick for outside walk, need 200. 493-2486. GAS stove, 24", good, late model. 432-

#### FOR RENT

GARAGE available 2nd shift next to Emp. Store. 432-3445.

| ☐ For Sale *   | *ADLETS   | Riđe Wanted   |
|--|---|---|
| ☐ Wanted   | *HULC13   | ☐ Riders Wanted   |
| ☐ For Rent *   | GE NEWS BLDG. 18-   | .3 Lost   |
| ☐ Free   | ALL ADS MUST BE PRI   | NTED  Found   |
|  |   | كاحده مخمد  |
|  |   |   |
| Friday. Submit only<br>form; don't include<br>Property advertise<br>national origin or s | ed only on this form by no or one per issue, using one le spaces. Print phone numl d must be available withdex. | etter or number per box on<br>per only on line indicated.<br>out regard to race, creed, |
|  |   |   |
| Phone  |   | GE Ext  |
| * The item(s) referr business venture.   | ed to in this ad is are in no   | way connected with any  |
| GEN Form A 2   |   | Signature   |

# **ECSF** tour of Rehabilitation Center confirms need for agency's services

Continued from Page 1

''Motivation is an essential part of each individual's training, too," he continued. "In many cases, particularly if a person is born with a physical handicap, this motivation is low or nonexistent. As a result, we must factor job behavior as well as job skills into a person's work adjustment program.'

DeVoe added that the combination of behavioral adprograms and workshop skills has been very successful. As proof of his statement, he cited several case histories of past clients "who are now supporting themselves and their families instead of looking to us to support them," he said.

Each year, hundreds of individuals with physical, mental or emotional handicaps come to the Anthony Wayne Rehabilitation center from throughout northern Indiana and Western Ohio. "Every person who comes here has a different program because each has a different problem," DeVoe pointed out. "We try to supply him with the components to help solve that problem."

Programs available to handicapped clients enrolled at the Rehabilitation Center include:

- Individualized rehabilitation programming (perhaps involving other services outside the Cen-
- Vocational evaluation.
- Work adjustment and jobseeking skills, in which handicapped people not only learn a wage-earning trade, but also study how to "sell" themselves and their abilities to an employer.
- Vocational counseling and job placement.
- Independent living skills, including travel training for the blind, use of Braille, remedial academics and typing, money management, cooking and menu planning, use of devices which enable the totally blind to read

the printed page, and household

- Speech and language ser-
- Testing of low-vision aids.

In addition, the Rehabilitation Center offers services to the immediate Fort Wayne community. A Children's Dental Clinic provides services for about 250 young people a year and a Children's Eyeglass Program fills the needs of about 200 boys and girls annually. "This is professional care based on a family's ability to pay and is made available to people who are just making it on their incomes, not to welfare recipients," DeVoe noted. A hospital equipment loan pool, community-wide screenings and lip-reading classes are also part of the Center's involvement in the Fort Wayne area.

Three residential units currently serving about 35 people are also maintained by the Center. "This is especially important for young people between the ages of 18 and 25 years old," DeVoe said. "Some of these people are recommended to us for help with behavioral and work adjustment training. In the residential units they earn privileges by working their way up through separate levels of work and behavioral accomplishments. We try to structure a home life and provide a new kind of family setting for them.'

The Rehabilitation Center is supported by fees, gifts, bequests, various state and federal programs and the Whitley County United Fund as well as the United Way of Allen County. The ECSF board has determined that it is an important and necessary part of this community. As the Center's executive director put it: "Rehabilitation is a life-long program. If a person with a handicap has been to see us, reentered society, and for some reason needs rehabilitative help again 10 years from now, we'll be



A HOT LUNCHEON greeted ECSF board members preceding a tour of the Anthony Wayne Rehabilitation Center last week. The meal was prepared for the GE employees by handicapped individuals there as part of a new 12-week course in food preparation, a vocational training program which will enable handicapped persons to learn skills necessary to enter the world of work and earn their own livings.

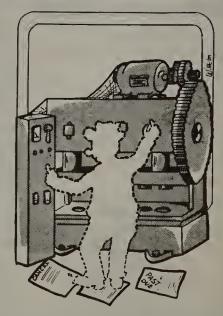
Rules to Remember is a regular feature of the GE NEWS designed to familiarize employees here with the work rules that govern their conduct. The purpose of these rules — like rules and laws elsewhere — is to protect the rights of each employee as well as the rights of the General Electric Company. Disregard of work rules related to illegal or improper conduct could subject an employee to disciplinary action up to and including discharge from his job.

#### **Absenteeism**

Absence from work without a valid excuse can cost you more than a day's pay — it can cost you your job. Prolonged or repeated absenteeism is a violation of our work rules and can result in discharge.

Absenteeism costs our locations in Fort Wayne hundreds of thousands of dollars annually. Each time an employee is absent from his job, someone else must take over — usually someone who is not as well trained or competent. The old saying "no one will miss me" just doesn't hold in a modern manufacturing

If you have a valid reason for not coming to work, notify your supervisor promptly and keep him frequently informed if your absence continues.



MAY 2 0 1975

# GPM Broadway employees hear of vital needs for quality, service

Business objectives, performance and concerns of the General Purpose Motor Dept.'s Broadway operation in 1975 came under review last week as the first of a series of hourly informative meetings was held with plant manager Dick Baumbauer and general foreman Paul

Comparing 1974 sales and order levels with those for the current vear, Baumbauer said, "It's obvious we won't approach the same production levels. The orders received rate is way below 1974 and we're operating from a backlog of customer orders with customer requirements being stretched out as their levels of business decrease.'

The present outlook for the GPM Broadway plant indicates a one shift operation for the DC lines and a two shift operation for the AC lines, he told employees, and added that AC business "appears stable" through vacation shutdown.

#### **Customer Care**

"While good performance in quality and customer service is always important, it's even more important in the current business climate that we treat our customers well," the plant manager continued. competitors need business and are out sniping at us by talking

price, delivery, and fighting to pointed out that this must be added that the GPM Broadway reassignments in the first take business away. Once business is lost, you have to fight your way back, and that's a tough challenge.'

Baumbauer said one sure way of keeping GPM customers satisfied is to improve the plant's delivery record of promises kept. The Broadway goal is 95 percent, he noted, and

achieved despite inherent problems brought about by today's general business conditions.

ting on short cash positions," he said, "and everyone is extremely inventory conscious. Many of our customers are virtually

plant has been undergoing similar material curtailments, and has dropped its cash lock-up 35 percent since inventory "Some companies are opera- reduction efforts began last year.

Turnover a Problem

Employee turnover and related training is still another challenge which the Broadway plant has operating off our trucks." He faced. "We've had over 2,000 job

quarter, or the equivalent of turning everyone over twice in three months," Baumbauer said. "That's a tremendous training job. Our quality and customer service have been adversely affected. Though they're improving now, continued improvement must be maintained.'

Adding to these comments, general foreman Paul Boyer told GPM Broadway employees that the turnover vs. improved quality problem is one of the main challenges facing the plant. He acknowledged that mistakes will naturally happen when several people work on the same job in a matter of a few weeks as the result of turnovers, but emphasized, "You can help us reduce scrap and rework.'

Boyer continued, "When you have a question about which tool to use, or if a procedure seems unclear, stop and ask. Ask until you get the help you're looking for. This is how we can build better quality into our products.'

Two Other Goals

Safety and suggestions were also topics of discussion at the GPM Broadway informative

"We're all interested in safety," Baumbauer said. "We don't want to see any of you hurt,

Please turn to Page 3



BROADWAY PLANT EMPLOYEES of the General Purpose Motor Dept. gathered last week to hear a review of current business concerns and learn of challenges which lie ahead for the remainder of 1975. In inset at lower right, GPM Broadway general foreman Paul Boyer, left, and plant manager Dick Baumbauer discuss customer requirements, internal programs and employment outlooks with the hourly audience.

May 16, 1975

#### **Budget boost!**

# Another pay hike arriving May 26

Hourly and nonexempt salaried pay rates at Fort Wayne General Electric plants will again be increased on Monday, May 26. There will be a general increase of 16 cents an hour for hourly rated employees and of \$6.40 a week for nonexempt salaried employees.

This will be at least the fifth pay increase within two years for most of these GE people. This means that hourly rates will have advanced 76 cents an hour and nonexempt salaried rates by \$30.40 a week since May, 1973.

The higher rates of pay will first be noticed in paychecks to be distributed May 30 to nonexempt salaried employees and June 11 to hourly employees.

#### **ABOUT \$330 A YEAR**

For an employee who is seldom absent from work, this month's increase could raise his or her annual income by about \$330. At the same time, this latest round of increases in payroll will add approximately \$1.9 million to the annual operating costs of Fort Wayne operations.

The employee benefits package will automatically escalate in value as a result of the pay increase. That's because several GE benefit plans are directly linked to earnings so that as pay goes up so does the value of these benefits.

For union-represented employees this month's pay increases are part of contract provisions negotiated in 1973 by the company and the unions. At that time the company announced that similar increases would be given to nonexempt salaried employees not represented by a union.

# Last week's S&SP insurance refunds gave bargain rate value to GE benefit

Savings & Security Program Insurance Option last week received a refund amounting to 70 percent of their 1974 payroll deductions paid for life insurance coverage.

The extra money came as a welcome surprise to many employees here as a result of the company's favorable experience with the insurance coverage last year. In addition, GE has made a matching payment of 50 percent of the original cost of the insurance to each participant's

#### Firm Believer

Even without the refund or company matching payment, though, the Insurance Option under S&SP offers important coverage at exceedingly low cost. In the opinion of Specialty Transformer Business Dept. electrician Dick Key, "There's no better insurance around!

An S&SP Insurance Option participant the past three years, the STBD employee recalls, "I had my Metropolitan Life Insurance agent over at the house and talked with him about getting some additional coverage. He asked me if I belonged to the Savings & Security Program at GE, and then suggested that I join the Insurance Option. He told me it was better than anything he could sell me!

"I've always encouraged the people I work with, especially the young people, to put their money in the S&SP Insurance Option,' he adds.

Savings & Security Program insurance refund checks went to 24 000 employees across the

Eligible participants in the company who had participated in the Insurance Option in 1974, had unbroken service and were still participating on Feb. 1 of this year. The amount refunded totaled over \$3.2 million company-wide.

#### Good Investment

To obtain coverage, an S&SP participant earmarks one percent of his or her pay for the cost of coverage and receives a matching company payment equal to half of his deductions. This goes into one of the other S&SP investment options.

How good is S&SP life insurance coverage?

If you're under 30 years old, for example, your beneficiary would receive 60 percent of your annual pay for 40 years in the event of your death. For an individual with earnings of \$10,000 a year, that would be \$240,000 if spread over the full 40 years.

Coverage goes downward as age climbs, but at any age, S&SP life insurance is an excellent buy. Details on how you can obtain S&SP insurance can be obtained from your benefits specialist.



A STRONG SUPPORTER of the Savings & Security Insurance Option, Dick Key, an electrician in Specialty Transformer here, was one of the 24,000 employees across the company to receive a refund check last week. The S&SP refund amounted to 70 percent of his 1974 payroll deductions paid for the life insurance benefit.



IT'S A KNOCK-OUT! A new 300-ton capacity punch press will add to Specialty Transformer's manufacturing efficiency. Installed this month, it dwarfs STBD employees, from left, Dick Goller, dispatcher; Jim Savio,

## STBD gains efficiency from new equipment

increasing emphasis on the efficiency of their manufacturing operations, the various machines on which they depend to turn out quality products come under constant evaluation.

In the Specialty Transformer Business Dept., a new punch press installed this month will

As departments here place add to this higher efficiency target. Used in the production of the department's general purpose transformers, the giant piece of equipment has a 300-ton capacity, twice that of the punch press it replaced in the fabrication area. It also features safety advantages not found on its 150-ton predecessor.

#### GE's Sid Willis named by President Ford to seat on Pension Act advisory committee

Electric man who is currently serving as legislative liaison for the company on employee relations matters, has been named by President Ford to the Pension Benefits Guaranty Corporation, which was established by the recently enacted Pension Act.

The Pension Benefits Guaranty Corporation is a government organization set up to insure all private pension plans. Its objective is to protect participants in pension plans throughout business and industry by insuring

E. Sidney Willis, a General ger of GE employee benefits, is recognized nationally for his work in the pension and benefits field and has been secretary of the GE Pension Board and to the GE Pension Trust for 20 years. Advisory Committee of the Over the years he has played a major role in developing and modernizing the various GE benefit plans.

As one of seven committee members serving on the Pension Benefits Guaranty Corporation, his appointment is an indication of the high regard which government authorities have for the soundness of GE employee benefit plans and the company's all plans in case of termination. ability to administer them in the Willis, for many years mana- best interests of participants.

#### United Way agency offers activity for youth

United Way agency, will be operating a special summer recreation program which may be of interest to General Electric employees and their children.

The program will serve children between the ages of 6 and 12 years old and will be.held at the Weisser Park School, 902 Colerick, and also at Weisser Park. Various activities including recreation, crafts and field trips will be provided under

Child Care of Allen County, a the supervision of trained recreational staff members. Lunch and snacks will also be given to children attending the summer program.

> The program will begin June 9 and conclude Aug. 15; hours are 8 a.m. to 4 p.m. The cost of the program is \$20 a week.

Interested parents should call the main office of the Child Care agency at 743-5428. Registrations must be made by May 30.



Vol. 57 No. 19

aboul the people who help make the world's most dependable compenents Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

#### More good news on insurance

# PAI premium rates will drop July 1 to 50 cents for \$1,000 in coverage

There's more good news for participants in General Electric insurance. Not long ago came a reduction in premium rates for hourly employee coverage under Long Term Disability Insurance. Then came a refund of 70 percent of premiums under the Savings & Security Program Life Insurance Option (see Page 1 of today's GE

Now comes a lowering of the premium rate for Personal **Accident Insurance for the policy** year beginning July 1, 1975. The annual premium will drop to 50 cents per \$1,000 of coverage from the current 55 cents per \$1,000.

The reason for the lowered PAI rates is favorable experience. The claims experience is evaluated each year by the Travelers Insurance Co., the carrier, and premiums are set accordingly for the year ahead.

There are more than 173,400 coverage. employees participating in the plan and the average coverage per individual is just over \$30,000. The new rate means the premium for \$30,000 coverage is now just \$15 per year!

Since the Personal Accident Insurance Plan was established in 1960, beneficiaries of employees have received more than \$2.5 million in benefits. Currently, all participants together have a total of \$5.5 billion in PAI year.

You can obtain PAI coverage by asking your supervisor or checking with the personnel accounting office. It's available in \$10,000 blocks of coverage with at least \$100,000 of coverage available at the new premium rate of 50 cents per \$1,000. At that low cost, you can have coverage such as you might buy for a brief airline trip and have it available 24 hours a day every day of the

## Gate closes at 5 p.m.

A recently concluded survey indicates minimal pedestrian traffic using the East Broadway gate between 5 and 6 p.m. For this reason, effective Monday, May 19, the East Broadway gate will close daily at 5 p.m. Employees entering the East Broadway plant area should use the Lindley Avenue or West Broadway gates.

Also effective May 19, employees entering or leaving the East Broadway gate between 4 and 5 p.m. will be required to pass through the Reception Center as they do in non-rush hours.

# GE employees keep slashing costs, earning cash with suggestion input



ROGER HAIFLEY, a materials clerk in the Specialty Motor Dept., suggested buying epoxy in five-gallon pails instead of the former method of ordering one-gallon containers. The packaging difference saved money, and he earned \$325 for his Suggestion Plan effort.



KATHRYN PONSOT, a keypunch operator in the Specialty Transform-er Business Dept., suggested that labor vouchers come directly from work areas to the keypunch area, eliminating the extra step of sorting each timekeeper's work. She earned \$300 for her idea.



ESTHER HARDER received a \$170 suggestion award at General Purpose Motor's Winter Street plant for her idea to change the design of pay voucher forms. She saved time previously spent in preparing the forms and also reduced the number of voucher copies needed



LINDA BUBB, a time clerk in General Purpose Motor's Broadway plant, suggested that day workers' pay be computed directly from their clock cards instead of from weekly time sheets. Her idea to save time and reduce errors in transferring numbers earned \$165.



BESSIE SHIELDS noticed that former practice of cutting 18-inch brazing wire into two nine-inch pieces resulted in one-and-a-half inches wasted in the welding process. Her idea to eliminate the cutting of the wire earned \$160 at GPM's Winter



PAUL VAN HORN, a leading operator in GPM's Taylor Street plant, saw that plastic-like overloads were often chipped when screwed into motor holding brackets. His suggestion to fasten a small metal bracket to the overload saved scrap, time, and earned \$155.













Six new GE retirees making plans to relax, travel, and do as they like

1 from the Specialty Motor Dept. at Taylor Street. He looks back on GE service that began in 1943, and says that he plans to enjoy retirement by doing things he's wanted to do for a

long time.
CLEMENTINE DYKES retired from the Hermetic Motor Operation on May 1. Having joined General Electric in 1951, she says she's going to do some relaxing and then travel with her sister during retirement.

ROLLIN EAGLESON retired May I from the Area Services powerhouse at Taylor Street. He bagan his GE career in 1943, and is looking forward to the retirement years ahead as a time to relax and enjoy his leisurely babby of fishing.

hobby of fishing.

THOMAS A. GOUTY retired from the Specialty Transformer Business Dept. on May 1. His service with the company spans 39 years, and now that he's got the time, he says he'll ''golf, garden and goof off.'' ANTHONY MANDRA retired from the Hermetic Motor Operation on May 1 after 27 years service with General Electric. His retirement plans include some traveling, but when he's not on the go, he says he'll simply relax.

EUGENE J. MILLER also retired from Hermetic Motor on May 1. He's been working for General Electric here since 1932, and is planning an active retirement by going to New York in June and California this fall. ANTHONY MANDRA retired from

# Sales potential strong

# Energy \$aver motor line from SMD helps curb high electric power costs

introduced new Energy \$aver replacement motors to its line of five-and-a-half-inch diameter 39frame Serv-S-Line<sup>T</sup> motors. Specially designed for the heating and air conditioning replacement motor markets, the efficiency of the new motors has been increased by as much as 15 percent over previous permanent split capacitor designs.

"These motors not only meet today's need for efficient use of electricity, but they also provide

electric power," notes John costs. In areas where duty cycles Boyd, engineering manager for are greater, savings will be heating and air conditioning greater!"

"For instance," he continues, "the Federal Power Commission estimates the consumer pays an average of 4.5 cents per kilowatthour in the 23 largest metropolitan areas. Based on a duty cycle of 2,000 hours per year for a furnace or a room air conditioner, replacing a one-quarterhorsepower shaded pole motor the service industry with the with an Energy \$aver permanent opportunity to offer their split capacitor motor operating customers motors that will help at rated speed can save more

The Specialty Motor Dept. has reduce their expenditure for than \$20 per year on electric

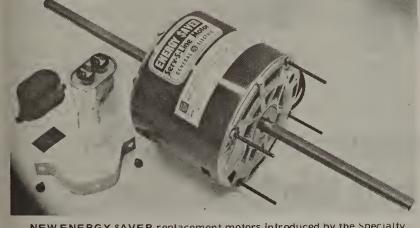
In promotional literature sent to Specialty Motor's distributor market, the department invites its customers to "Take the bite out of rising electric power costs.

. and increase your sales!" Describing the advantages of the new Energy \$aver Serv-S-Line 5 replacement motors, SMD is telling distributors, "That makes dollars and sense to us. And we're sure it will make dollars and sense to you and your customers.

''We're optimistic about 1975,'' the sales literature continues. "We believe that the right product, coupled with hard work and a positive attitude can bring success in most any en-

The new motors are available with single or double shafts in ratings of one-sixth, one-quarter and one-third horsepower, four and six pole, three-speed designs.

According to the men and women in Specialty Motor's marketing function, the Energy \$aver line reflects General Electric's continuing efforts to provide the latest in motor technology to the growing replacement motor market.



NEW ENERGY \$AVER replacement motors introduced by the Specialty Motor Dept. are designed to meet today's need for efficient use of electricity while they help reduce expenditures for electric power in typical heating and air conditioning applications

# SINK for bathroom, mounts on wall, \$5. 441-9143. RANGE, GE, 40", \$75. Refrigerator, 9½ cu. ft., \$60. 745-5602. BED, complete, single, 230 W. Williams St. BIKE, 20", \$20. 444-8243.

LAWNMOWER, 1 yr. old, 10", grass catcher, \$40. 745-4583.
GARAGE sale, tbls., carpet, 5116
Fernwood, Sat., 9-5.
SHELVING, wood. 743-7094.

Please Turn to Page 4

#### RIDE WANTED

NEW Haven area to Bdwy., 7-3:30. DESPERATE, from New Haven to Transformer, first. 493-2226.

**RIDERS WANTED** 

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279.

#### FOR SALE

BLINDS (2), vertical, cost \$170, sell \$25 ea. 745-5842. WEDDING ring set, sz. 5. 456-2589 2-6

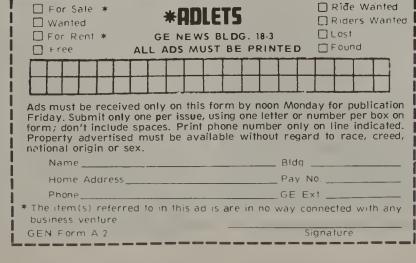
webding ring set, sz. 5. 456-2589 2-6 p.m.

SPAULDING golf woods, 1, 3, 4. Argus slide projector. 744-6350. TABLE silver, 6-pl. settings. Cosco step stool. 745-4667.

TRAILER, util., 2-whl., metal, w-top & tent. 747-9223.

SOFA, gold, \$50. '63 Merc., auto., \$125 or best off. 745-9191.

'74 SUZUKI, TS 185, 2500 miles, like new. 747-4304.



# Quality, customer service stressed to GPM people

Continued from Page 1 so we're asking your assistance in this matter. If you see a hazard or an unsafe work practice, call it to your supervisor's attention immediately or tell me when I'm on my rounds of the plant." He added that the use of safety glasses will be strictly enforced for operators working at machines which require that employees wear eye protection.

On suggestions, the plant manager appealed to employees to become active participants in the GE Suggestion Plan. "We're

revitalizing efforts in the area of suggestions, and each of you can help yourself with added income while assisting the improvement of our operation," he said. "Our goal is at least one adopted suggestion for every two employees. We're shooting to act on all suggestions within a 30-day period, and all suggestions will receive prompt attention."

Following a brief summary of the plant's business outlook, Baumbauer and Boyer opened the meeting to employees





# 'Came out very nicely'

As a developmental tester for the Specialty Motor Dept., Virg Stomberg comes across many different products and motor applications in the course of his work in the measurements laboratory at Broadway. On a recent occasion he was asked to study a competitive fan motor being used in a range hood to determine what application a GE 33-frame motor would have in its place.

'The manufacturer sent the application work to us to see if we could beat our competition in meeting his requirements," Virg explains. "In doing the work, I saw that by making a mechanical change in the application, the fan inside the range hood would be working under optimum conditions and the efficiency of the motor would be increased. We substituted our motor for the competitive one in the application and it came out very nicely."

The meaning of "very nicely" in this case is new business for Specialty Motor. Welbilt Corporation, the manufacturer of the range hood, has placed an initial order for 50,000 GE motors.

And it's no wonder the new SMD customer was pleased with Virg's efforts. His mechanical change and use of a GE motor has increased the efficiency of the Welbilt product by 266 percent!

'I'm just glad GE got some business out of it," Virg says. "With the way things are today, we sure can use it." The SMD employee has worked for General Electric the past 34 years, and during that time he says he's seen business downturns before. "I'm sure our business will pick up," he notes. "We're already headed in that direction, although we may not be able to see the results right away. Financial barometers are pointing upward.

"I know there are a lot of pessimistic people around now, but I look at business like I would a basketball game," he continues. "You don't go out on the floor with the attitude that you're not going to play hard because the other team is better; you go out there with the attitude that you're going to win.'

That same ambition is reflected in Virg's way of life off the job, too. He keeps busy developing skills as an amateur carpenter, plumber, electrician, painter and even a brick mason by restoring a 110-year-old house he's purchased in DeKalb County.



#### First across the order-getting starting line

AN APRIL SHOWER OF ORDERS came to General Purpose Motor last month largely through the outstanding efforts of GPM marketing's "Crank-Up Sales" program participants. Award model Duesenberg automobiles with concealed AM radios went to Lou Klump, left, for his development of marketing product data and sales features used to obtain a substantial order. to obtain a substantial order; Julie Winchester, who was commended by two different sales offices for her follow-through and fast response in two important accounts; and Don Geddie for his work in getting a large order for GPM motors made at Winter Street. In addition, 12 field sales engineers received top awards for contributing more than \$400,000 in new business during the month of April.



### Communicating about sales

TWO-WAY TALK WAS WELCOMED between personnel of the General Purpose Motor Dept. and the Electronic Components Sales Dept. last week. As managers got together for a state-of-the-sales review, problems as well as opportunities were laid open for detailed discussion. Sales managers from ECSD's Chicago, Detroit and Cleveland offices also toured TRO's Wire Mill, sound laboratory, SMD and STBD during their visit here. Above, GPM business equipment sales manager Walt Riedinger gets down to business with the guests.



The Taylor Street Golf League started on April 24, and M. Lepper had a 39 for his first round. G. Eshelman, B. Steinbacker, M. Lepper and L. Koontz each recorded a birdie.

On April 29 the 5:00 Brookwood League opened its season. Gary Sykes' 39 and Al Kruetzman's 40 were low for this league. Kruetzman registered a birdie on this round.

April 30 opened the season for two leagues. AMDO's Pete Gorrell didn't start out the season too badly--two birds and a score of 38. The West Broadway League (not to be outdone) offers Roy Brokaw's 38 as its low score this week. Larry Shindeldecker, Jim Closson, Tim Marsh and Paul Mischo each had birdies.

Taylor Street's second week didn't offer any exceptionally low scores, although F. Houser had a birdie on Number 12. But it's early in the season, so there's plenty of time to cut the strokes off

Good luck to those who haven't started yet. Managers, don't forget to send your scores to Gary Sykes, Bldg. 4-6. Thanks.

Continued from Page 3

SHEPS., 11 mos., protective, good w-children, \$25 ea. 745-9854.

'73 HONDA, 750, ex. cond. 422-5632.

'44 FORD Custom, ½ T., 360 V-8, std. trans. 627-5301 Grbl. aft. 5:30.

BIKE, 10-spd., hardly used. 432-0429

aft. 5.
BOX trailer, good cond., & tires, lights, \$50. 749-0298.
CHEST, solid maple, 4-drwrs., like new, \$60. 489-4862.
'74 DODGE van, TV, refrig., mags, side pipes. 356-3328 Hntgtn.
OAK dresser & bed, rush chair, brass curtain rod. 745-4365.

'73 YAMAHA, 100 cc, Enduro, \$400.

773 YAMAHA, 100 cc, Enduro, \$400.
745 1226.
KEESHOND (AKC), beautiful, 10 mo., female, \$150. 489-3412.
73 GREMLIN X. Need horse hay & 2-horse trlr., ex. cond. 724-9565.
74 CORVETTE. 419-263-2102 aft. 6.
RAG top & frame for '65 MG, reasonable. 456-2606.
TIRES (4), H36-15, belted, deluxe Champions, \$30. 483-4838.
TRAILER, 8x40, on Silver Lake, 1 bdrm. 745-5946.
SOFA & chair, Ig., match. covers, gd. cond., \$100. 748-1980.
DOOR-screen combination, 32x80, good shape. 748-1433.
TRAILER, 8x24; 14' fishing boat, \$275. 356-7829 Hntgn.
DRYER, gas, harvest godl. 625-4189.
FURNITURE for rec. room, 6 pcs., ex. cond. 627-3255.

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FIBERGLASS, 15' 35 h.p. elec. start & trir., cover. 483-0849.
BEDSPRINGS, twin, ex. cond., \$9 for both. 749-2494.
GAS conversion burner, 18,000 BTU, \$60. 456-8300.
LAWNMOWER, 21", good cond. 422-4882

SKIRT, long, wool, lined, sz. 12, lovely. 483-9370. AQUARIUMS, 10-gallon. 747-3805. TABLES, 2 end, 2 lamps, 1 coffee. 745-5235.

KING SIZE

TOAST 'N' SERVE

TOAST-R-OVEN™

Automatic 4-slice toaster — thick or thin, odd sizes and shapes of breads.
 Toast 'N' Serve feature for convenient toast removal.
 Automatic oven bakes 2 frozen dinners at once, biscuits, rolls, potatoes, casseroles, etc.
 Automatically Top Browns open sandwiches, snacks.

LAWNMOWER, 21", good cond. 422-6882.

JEWELRY, plaques, roses, made fr. shells. 485-3063.

SEWING machine, port., Singer, zigzag, 5 yrs. old. 489-5159.

'60 EASY Travler, 16', very nice, \$600. 486-1886.

CHECK protector, Paymaster, like new. 639-6618 Hglnd.

AIR cond., (2), \$75 ea.; wood storm wdws., doors & screens. 745-9159.

SHORTS & shirts, boy's, \$.25; pants & ickt, sz. 12 & 14. 447-4344.

WASHER dryer comb., GE, 5 yrs. old, good cond. 745-3566.

TIRES (4), 155SR 13, under 5,000 miles. 484-2329.

TRUCK camper, 8', sleeps 4, ice box, heat, \$325. 747-6707.

'74 PINTO, sta. wgn., air, radials, low mileage. 482-2305.

STEREO tape recorder, w-speakers. 485-0281.

MOWER, riding tractor type, 5½ h.p., 32" cut, \$125. 483-1907.

SOFA, It. gr., good cond. B&W TV, console, good. 434-0553.
STOVE, elect., 36", good working cond., \$20. 432-3445.
PROM dress, beautiful, 7-9, worn once, \$14. 745-1315.
SWING set & sandbox. 493-2241.
SIDEPIPES, Thrush, 1 set, fits anything, ex. cond., \$50. 672-3837 Rnk.
WOOD storm & screens, (2) 36x55 & (3) 40x55, cheap. 743-8474.
BOAT, 16' fiberglass, ski or fish, 40 h.p. Johnson, \$600. 483-8873.

#### WANTED

SEWING: men's casual suits, weddings, altering. 925-2471

Auburn.
BABYSIT, days, 1 blk. Luth. Hosp., hot lunch, fn. yard. 745-2764.
BEE hives with or without bees. 430-

OUTBOARD motor, 2-5 h.p., used 483-

7444 aft. 6.
CANOE, 17' aluminum. 483-5895.
ROOM div., 6' hi., 26" to 36" wide, tension pole type. 744-9479.
PIANO, used, good cond. 484-6903.

#### FOR RENT

APARTMENT, unfurnished, 4 rms., upper, near Bdwy. 436-6724.
MOTOR home, sleeps 6, fully equipped, \$150-wk. 745-7630.

### • Complete with attractive serving carafe.

For Fresh, Rich Tasting Coffee.

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messy throw-away filters.

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· Delivers your first cup of

coffee in 90 seconds

8 cup capacity.

# Put convenience in your kitchen Shop at your Employee Store

#### In Memory

EDNA H. ETZLER, 111 Boyd Ave., Van Wert, Ohio, died April 1. She retired in 1964 from the Specialty Motor Dept.

LLOYD D. PLATT, Box 163, Markle, Ind., died April 11. He retired in 1956 from Bldg. 4-6.

SAMUEL T. BUCKLEY, 1429 Eagle St., Fort Wayne, died April 12. He retired in 1962 from the Specialty Motor Dept.

ROLLAND M. SCHWARTZ, 1125 Sherman St., Fort Wayne, died April 13. He retired in 1974 from the Technical Resources

Operation. EUGENE E. MILLER, 506 Stadium Dr., Fort Wayne, died April 13. He retired in 1972 from the General Purpose Motor Dept. at Taylor Street.

\*\* 22.3. \* \* \* \* \* \*\*

#### PERIODICALS

# O suggestion activity honored; 'worth the effort,' says employee

Each year General Electric about anything I can think of that components strive to become members of the company's 400 CORT. VM and bership Elis Cextrusive, for only those components which have a record of 400 or more adopted suggestions for each 1,000 eligible employees can claim this mark of Suggestion Plan distinction. For 1974, the Technical Resources Operation here was one of 101 components throughout GE which made it.

This is the fourth consecutive year in which TRO has earned this honor. Rated among other 400 Club members in its category of components with 100 to 999 employees, TRO averaged 446 adopted suggestions per 1,000 employees on the membership chart. Hoping to enjoy the same status in 1975, employees there are busy again this year submitting their cost-saving ideas to the GE Suggestion Plan.

#### SOLID SUGGESTER

One of TRO's busiest suggesters is Dave Fate, a major machinist toolmaker in Bldg. 19. In 1974 he submitted 17 suggestions and received awards for eight which were adopted for use. This year he's already turned in nine suggestions; five have been adopted and three are pending for the month of May. The TRO employee says he's been participating in the Suggestion Plan since he joined the company 10 years ago on the Apprentice Training Program.

"Most of the awards I've received have been small ones," he says, "but I think the Suggestion Plan is worth the effort. I look for ways to put things together easier, make them better and make them last longer. Some of my ideas have been on safety, too. I turn in just will improve things.

"The Suggestion Plan is a good way to make things easier to work with and make a little extra money at the same time, which everybody can use these days," he continues. "Sometimes it's one of the best ways to get things changed. I've always considered that nothing has been built that can't be built better or improved."

What does he do with that "little extra money" he earns from his ideas? "With a wife and two sons," he concludes, ''spending money is no problem.'

Among the cream of the 400 Club crop in 1974 was Armament Systems, Burlington, Vt., which for the sixth straight year led all components of 1,000 or more people with an adoption rate of 2,623 for each 1,000 employees beating its old record of 2,613.

For components of 100 to 999 employees the Operational Manufacturing Center of RESD Systems, King of Prussia, Pa., achieved the best record. The Group Finance component of Major Appliance Business Group led components with fewer than 100 employees.

Some groups and divisions of

components — achieved records worthy of 400 Club recognition,

GE - each with numerous groups with 774 adopted ideas per 1,000 people. Aircraft Equipment led the divisions with a 1,313 too. Aerospace Business led the record of adopted suggestions.

# Another suggestion record set; awards total \$3 million in '74

General Electric employees throughout the company received a record \$3,053,982 for their suggestions in 1974. It was the sixth consecutive year in which the award total has hit a new

The multi-million dollar amount was paid for 69,353 ideas adopted during the year. More than \$30 million has been paid out in awards since 1922 when the GE Suggestion Plan was formalized. GE began rewarding employees for their ideas as early as 1906.

The number of adopted suggestions for every 1,000 employees reached 304, breaking the 300 mark for the first time. The increased employee participation and the increased value of suggestions adopted illustrated how all employees can make contributions toward company productivity goals while earning extra income themselves. With the current difficult economic environment, the ingenuity and talents of GE people are called upon daily, and the Suggestion Plan is one of the best ways to put employees' ideas to good use.

The recently issued Suggestion Plan annual report lists these highlights in cost-saving activity throughout GE:

• The percent of submitted suggestions which were adopted rose to 40.5 percent in 1974 from 38.7 percent in 1973.

• The average suggestion award made rose to \$44.04 in 1974 from \$39.92 in 1973 — an increase of nearly 10 percent!

Top award of the year went to two Louisville, Ky., Range Dept. employees who shared \$5,750 for an idea to save on materials. Robert Anderson and Bobby Bale worked together on nine other suggestions during 1974 and collected an additional \$5,850 in awards for a total of more than \$11,000 in the Suggestion Plan.

#### **Whopping \$6,025** presented last year for three big ideas!

Men and women in GE departments of Fort Wayne had some pretty big ideas in 1974, too. The top three Suggestion Plan awards presented here last year were \$2,800, \$1,891 and \$1,334!

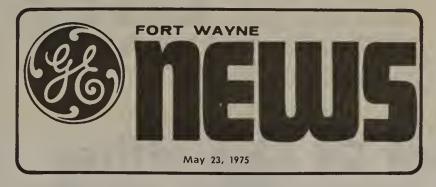
The teamwork of Susan Haslup and Madeline Chaffins resulted in a \$2,800 suggestion award being split down the middle at the Taylor Street plant of the General Purpose Motor Dept. Their idea to change the lead system of a customer's motor increased manufacturing efficiency, improved quality and reduced possible damage to the product during a particular stage of production. They received the giant award last December, and although Sue is now working in the Specialty Transformer Business Dept. their team efforts before her transfer has earned still another GPM suggestion award. Read about the details of their latest cost-cutting idea on Page 2.

Glen Gooley's \$1,891 suggestion not only ranks as the largest single award presented in 1974, but to date represents the highest single suggestion payment made to a Fort Wayne GE employee in the past five years. Receiving his check in March last year at the Specialty Motor Dept.'s Taylor Street plant, he was congratulated for his idea to modify machines that trim cast 39-frame endshields and punch clampbolt holes into the motor components. His suggestion significantly reduced damage to the expensive punches used, and produced a labor savings for set-up and die repairmen.

Still another Taylor Street employee - Dick Bienz of Area Services — came on strong in the Suggestion Plan last year. He earned \$1,334 for his idea to install air conditioner control circuits at the power house. Adoption of his suggestion is saving energy since power surges have been virtually eliminated, while it's cutting down on wear and tear of the eighteen 100-ton air conditioning units at Taylor Street. The suggester received his award toward the end of last year, and since warmer weather has arrived, employees at the Taylor Street plant will benefit from his idea about now.



DAVE FATE — an active suggester in Technical Resources



# Big tub in transit pays big \$690 for suggester

With the Suggestion Plan making news this week it seemed only natural timing for a GE employee here to receive a big award for a cost-trimming, laborsaving and customer-satisfying idea. That's exactly what Denny Steward did last Friday as he helped contribute to the General Purpose Motor Dept.'s goal of increased suggestion participation and earned a \$690 award for his effort.

A third shift group leader in GPM's transportation operation, the 27-year-old suggester says this was the first idea he'd turned in for consideration in the Suggestion Plan. Since his initial attempt met with such rewarding success, when asked if he plans to continue submitting ideas, he immediately answered, "Sure!"

#### **Traveling Tubs**

Denny's suggestion was to use high-sided boxes, or tubs, in place of small wooden pallets to consolidate shipments of Specialty Transformer Business Dept. products. Because the cartons in which these STBD products are packaged are relatively small, and one or two of the products occasionally make up a single order, transportation operation employees can place several orders going to similar destinations in one tub.

Prior to implementation of his suggestion, 44 small pallets would sit on the floor of a General Electric truck. Not only does Denny's idea save valuable cargo space — so much in fact that it reduces the need for one truck used daily to transport shipments but it also eliminates time spent in banding the STBD product cartons onto each wooden pallet. The new system helps expedite orders, too, and because of the consolidation of small cartons, there is now less chance of a shipment being misplaced in transit.

#### **Worthwhile Benefit**

Commenting on the Suggestion Plan, the GPM suggester calls it "a good opportunity to improve the job plus get some financial benefits for yourself. It makes the job easier," he adds, "and the majority of guys here like it because it helps them get their work done faster. I think that it's real worthwhile.'

Attending Indiana University part time, Denny is a junior working toward a degree in business management. He's also the father of a three-month-old son. The "financial benefit" he received from last week's \$690 award will be deposited directly into his bank account, he says.

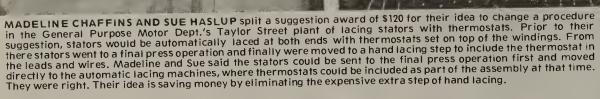


DENNY STEWARD — a \$690 award in General Purpose Motor

# Cutting cost, trimming time pays for suggesters









NELDA BRENIZER figured there had to be an easier way to determine stator winding resistance than the method being used in the Winter Street plant of the General Purpose Motor Dept. Although referring to a winding and test specification catalog got the job done, it was a time-consuming process each time information was needed. As a result of her suggestion to speed things up, a special computer printout was initiated which lists in sequence test specification numbers and resistance. She earned \$150.

#### 40,000 GE jobs in U.S. Jones: International operations created

created 40,000 GE jobs in the United States and made another 40,000 jobs in the industries that supply us with services and the components that go into the products we export.'

That comment was made by General Electric board chairman and chief executive Reginald H. meeting of share owners held in spotlight with other subjects,

"Our international operations Boston last month. His statement was in response to a question about the company's overseas operations and their impact on GE jobs in this country. Jones added that the value of GE products sent to customers outside this country far outweighed GE imports.

International trade and the Jones at the annual statutory creation of jobs shared the

including GE's profit picture and the need for capital investment.

Jones stated that he hoped for "much improved" company earnings in 1976. The GE executive's remark about a brighter earnings picture was based on the economy staying on its predicted schedule - dropping throughout the second quarter of this year, bottoming out in the third period and

starting to climb in the last quarter.

In January, Jones stated that GE's first quarter earnings would be down "significantly." They were. Net income was \$74.4 million or 2.5 cents of each sales dollar. That was a 39 percent drop from the net earnings of \$122.3 million or 4.2 cents of the sales dollar for the same quarter

Jones also noted that American industry currently doesn't have the profitability to produce the capital needed to support a growing work force. Today, he said, most new funds for business growth must come from companies borrowing funds rather than from the reinvestment of a portion of their profits in business.

The situation is becoming very serious with some firms currently unable to borrow the funds needed for business growth, according to Jones. He saw an increase in the investment tax credit available to businesses as one way to increasing profitability, thus providing capital for the modernization and replacement of existing facilities and equipment, which in turn will help build jobs.

Five proxy proposals were discussed. The overwhelming majority of share owners supported General Electric management's view on all of the proposals.

#### Election set for June

# Ten employees seek GE Club offices

Ballots for the election of GE Club officers will be distributed with paychecks to hourly employees June 4 and salaried employees June 6. All GE employees here are eligible to vote.

Heading the slate of 1975-76 candidates are presidential nominees Glenn Seabold and Verdayne Parnin, both of whom work at the Winter Street plant of the General Purpose Motor Dept.

Paul Beltz, Specialty Transformer Business Dept., Bldg. 26-B; and Al Kruetzman, Specialty Motor Dept., Bldg. 4-6, are competing for the first vice president seat in the upcoming election.

Darlene Heare, Specialty Motor, Bldg. 4-6; and Tommie Williams, General Purpose Motor, Bldg. 4-4, are seeking a spot as second vice president of the Club.

Carl Metker, Specialty Motor, Bldg. 12-3; and Ida Yahne, General Purpose Motor at Winter Street, are running for secretary.

Election hopefuls for the position of GE Club director are Carl Brandt, General Purpose Motor, Bldg. 4-1; and Tom DeLong, Specialty Motor, Bldg. 4-6.

Completed ballots must be returned to the GE Club, Bldg. 23, no later than Friday, June 13.

The election is being conducted by a nominating committee appointed by current president Glenn Seabold. The names of the nominees are posted on bulletin boards throughout Fort Wayne General Electric plants. The five newly elected officers will assume their GE Club responsibilities on July 1 or shortly thereafter.





PARNIN







KRUETZMAN



BRANDT



HEARE



**DeLONG** 

### Supervisors picnic, golf activity planned; reservations needed

The GE Supervisors Club is planning a picnic Wednesday, June 4, at the Southwest Conservation Club. The social hour begins at 5 p.m. and is followed by a smorgasbord dinner at 6 o'clock. Playing cards will be provided, but members attending may want to bring their own lawn games. For more information call administrators Gary Bearman, Ext. 3694, or DeWayne Schele, Ext. 2776.

Also on the club's agenda is the second annual Florida Scramble golf outing scheduled for June 21 at the Havenhurst Golf Club. Interested members and guests should call Les Hahn, Ext. 2031, or Stan Harmeyer, Ext. 3505, for reservations and tee times.





WILLIAMS



METKER



# Another dozen GE people make plans to fill the future with time of their own

JERRY E. CHRISTIE retired from JERRY E. CHRISTIE retired from the Specialty Transformer Business Dept. on May 1. Having joined the company in 1964, he says he'll do some traveling now and simply take time to enjoy retirement.

ROBERT L. REPINE retired May 1 from the Specialty Motor Dept. at Taylor Street. After more than 45 years service with GE, he's looking forward now to a relaxing visit to Cape Cod, Mass.

Cape Cod, Mass.







Liechty

The men and women listed below retired during the first quarter of 1975 and have chosen not to have pictures appear in the GE News.
Following their names are the
General Electric locations from
which they retired and their service
dates with the company.

Specialty Motor Dept., 1942.

STELLA E. BENZINGER,

Specialty Transformer Business

Dept., 1942.

JACKSON O. BINKLEY, General Purpose Motor Dept., 1940. GUY G. BRAGG, General Purpose

Motor Dept., 1943.
CLARA L. BRUNS, Specialty
Transformer Business Dept., 1945.
ROBERT J. BUBB, Specialty
Transformer Business Dept., 1932
C. KATHLEEN CLARK, General
Purpose Motor Dept., 1969.
HELEN CONVERSE, Specialty
Motor Dept., 1950.

Motor Dept., 1950.

DOLLY R. COX, Specialty Transformer Business Dept., 1954.

LESTER F. DUNFEE, Technical

Resources Operation, 1942.
NANCY E. EVANS, Specialty
Transformer Business Dept., 1943.
HARRIETT E. FRENCH, Division

HARRIETT E. FRENCH, DIVISION Finance Operation, 1936.
EUGENIA M. GOODING, Specialty Motor Dept., 1947.
RICHARD C. HANELINE, Technical Resources Operation, 1953.
RUSSELL D. HAWK, General Purpose Motor Dept., 1942.
MAURICE C. HENLINE, Hermetic Motor Operation, 1969.

DOPOTHY M. JOHNSON, Herman

DOROTHY M. JOHNSON, Hermetic Motor Operation, 1943.

HARRY L. KELLOGG, Specialty Transformer Business Dept., 1940.

JOSEPHINE R. KLICK, Specialty Motor Dept., 1952. WILLIAM B. MILLER, General Purpose Motor Dept., 1942.

WILLIAM E. OWEN, Technical

Resources Operation, 1942. JOHN W. PERRIN, Specialty Transformer Business Dept., 1941. ROBERT F. ROWE, Specialty Transformer Business Dept., 1942.

VELMA M. SEIBT, Hermetic Motor Operation, 1941.

RICHARD L. STAUFFER, Employee and Community Relations, 1942.

RAYMOND F. STEINACKER, Technical Resources Operation, 1934. ELEANOR E. STOLL, Specialty Transformer Business Dept., 1941. RAYMOND J. STOUT, General Purpose Motor Dept., 1941.

HOMER F. WEARLY, Specialty Transformer Business Dept., 1940.

from General Purpose Motor's Winter Street plant May 1 after wrapping up 30 years of service with

the company. Now he plans to "take life easy and go fishing."

DORIS M. YERGER also retired from GPM's Winter Street plant on May 1. She joined General Electric in 1950, and says she's content to "take each day as it comes" during the retirement years ahead.









Volz

June 1 from General Purpose Motor's Taylor Street plant. Looking back on a GE career that spans 45 years, he says he'll fill retirement "enjoying each day as God grants it."

VOYCE A. BRUMBAUGH retires June 1 from General Purpose Motor at Taylor Street, concluding General Electric service that began in 1933. During retirement she says she'll do as she wants to do.

ROBERT M. GROSS retires from the Winter Street plant of General Purpose Motor on June 1. After 21 years service with GE, he plans now to "enjoy Big Long Lake this summer and Florida in the fall."

KEITH M. JAMISON retires June 1 from General Purpose Motor's plant at Broadway after 33 years with the company. Retirement means company. Retirement means ''getting in my new motor home and traveling around,'' he says.

ROBERT O. KERR retires from the General Purpose Motor Dept. on June 1. He joined General Electric in 1943. Although he says he'll "take things as they come," he also plans to "keep fit at the YMCA."

EARL R. LIECHTY will retire June 1 from GPM's Broadway plant after GE service that began in 1942. n the years ahead he plans to spend time at auctions, flea markets and do a little bit of fishing.

ROBERT O. MAXWELL will cap General Electric service that began in 1941 when he retires June 1 from General Purpose Motor's Taylor Street plant. During retirement he'll "take things day by day."

LARRY H. VOLZ retires June 1 from the Specialty Transformer Business Dept. after 24 years with General Electric. He says he plans to "live for today and let tomorrow take care of itself."



## Enjoy the spring weather with long holiday weekend

For those employees who want to eliminate Mondays from their typical work routines, next week is their chance. Next Monday is Memorial Day, and GE people can spend it doing anything that suits their three-day weekend desires.

Fort Wayne GE operations in general will be closed May 26, the third paid holiday of the year.

Since next week is a short one, there will be no GE News, Friday, May 30. The next regular issue will be published two weeks from today, Friday, June 6.



Vol. 57 No. 20

... about the people who belp make the world's most dependable compenents

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

**EDITORIAL OFFICES:** 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree **Communications Manager** Dick Knoph, Editor Rex Mericle, Chief Photographer



# employee on the job



#### Meet a 'Woman of the Year'

After regular working hours end, the outside activities of employees here are often as challenging as the responsibilities of their General Electric jobs. For Phyllis Penrose, a secretary in the General Purpose Motor Dept.'s engineering function, a total involvement in the American Business Women's Association is not only a continuing commitment, but a personally rewarding one.

A member of the Angeline Chapeteau Chapter of American Business Women the past five years, Phyllis was elected charter president for a 1973-74 term of office. Based on her overall accomplishments within the organization, local members last year voted to name the Taylor Street employee "Woman of the Year" for

"The association encourages self-betterment of the individual," she explains. "We try to interest our members in continuing their educations in some form, and we earn money to provide scholarships for deserving women. Last year we were able to help two young women who plan to enter fields of engineering and veterinary medicine. I really believe in what we're doing.'

Phyllis has been a General Electric secretary for 18 years and notes that the daily pace of her current job has picked up as practically all employees have taken on more responsibilities in today's business climate. She says she enjoys being busy, though, and shares the department's optimism for an economic upturn.

This secretary remains busy off the job as a "contact girl" for the Elex Club and in enjoying hobbies of interior decorating, fishing and playing bridge. She also likes to swap notes about youngsters with her 22-year-old daughter Sandra, a second grade school teacher. The subject of their discussions is frequently Phyllis' other child, Richard. He's a six-year-old first grade student.



RIDE WANTED

TRI-LAKES to Broadway, 1st. 691-4//0 Col. City. HUNTINGTON to Bdwy., 7-3:30. 356-

RIDERSWANTED

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279.

FOR SALE

'70 FORD van seat. 2 15" whis. for '69'70 Buick. Chair. 484-5743.
GARAGE sale, plants, table, clothes,
door, misc. 432-3930.
SNOW tires, 8.25x14, mounted on
rims, \$20 pr. 483-8415.
FILTER for 18' pool, \$75. 744-9300 aft.

3.
MOTOR, 5½ h.p. Johnson. Mirrors for trailer. 456-2873.
TRICYCLE, \$3. Wagon, \$3. Toys, clothes, 3-yr. 446-6332 Mon.

SINGER sewing machine, drop hd., good shape. 484-6501.
BICYCLE, girl's, 20", A-1 cond. Grass catcher, chute. 745-1976.
'71 MUST., V-8, auto., air, PS, disc br., brn. vin. top. 356-2750.
'69 BUICK Skylark, V8, auto., air, PS, PB. 485-2764.
'74 MUSTANG II, Mach I, PS, PB, 1100 mi. 439-4343 aft. 4.
WRINGER washer, \$65. Air cond., 16,000 BTU, misc. items. 456-4851.
RUGS & pads, chaise & 2 chairs, elec. dryer. 456-4851.
GERMAN Shepherd pups, see at 6629 Coldwater Rd.
TRAILER, 2-wheel, good cond. 745-

TRAILER, 2-wheel, good cond. 745-

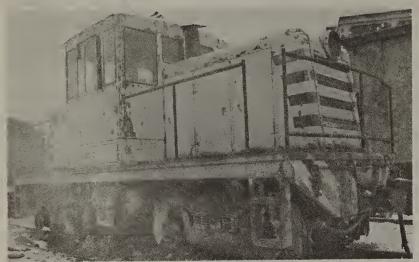
7448. STOVE, electric. 439-0092. WINDOW shutters, wood, 7 sets. 449-

'71 WHEEL-Camper, stove, ice water, surge brake, \$985. 447-9716. GUITAR, electric, Philco, \$100. 747-

9606.
CARPETS (2), 12'x12'; beige, wool; sm. rugs, \$10. 421-9408.
WHEELCHAIR, new, never used. 427-0575.
HOUSE, 2 bdrm., lg. lot, carpeted, alum. siding. 432-3770.

Please Turn to Page 4

# 'Pardon me, friend, is that the Central Soya Choo-Choo?'



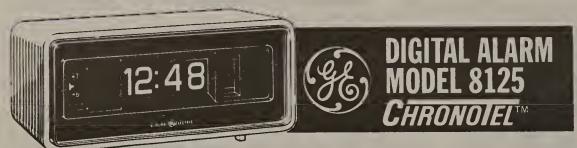
IT WAS A BIG JOB and the first of its kind for GE's Apparatus Service Shop in Fort Wayne, but hard work made the recent business venture a sound one. When the purchasing agent for Central Soya here bought a 1930 GE locomotive for use in the company's new Winnemac, Ind., plant. Apparatus Service sales company's new winnemac, Ind., plant, Apparatus Service sales engineer Jack Fisher sold the customer on the idea that it could be restored to a "like new" condition. Central Soya found the 50-ton locomotive in a rock quarry in locomotive in a rock quarry in western Illinois, and as the photo at left illustrates, it had seen some rough use. At right, after undergoing steamcleaning and replacement of parts, sandblasting, repainting and electrical checks, the sturdy engine rolled from GE here recently, ready to serve the customer as promised.



# Wake up to Employee Store value!



- GE Snooz-Alarm® clock repeating alarm
- · Large easy to read digital figures.
- · Fits bedroom, den, study or student's room.



- · Digital alarm clock
- Ideal for bedroom, child's room study or den.
- Quiet, accurate GE movement.
- Up front alarm set readout.

#### Continued from Page 3

HOME, Turkey Lake, yr-round, lakefront, carpet. 432-3770.

BICYCLES (2), boy's, 20" & 24", sgl. speeds. 749-0618.

BOWLING ball, 10 lb. & bag. 745-3401.

BIKE, 3-spd., 26", \$30. Guitar, \$15. 429-5303.

A29-5303.
CRIB, 25x45, new mattress, pink. Stool, chrome. 639-3740 Hglind.
72 FORD, 250 auto., air, A.M.-F.M., 11' camper, self-cont., \$4200. 485-1541.
69 MOB. home, 12x62, elec. heat. cent. air, 3 bdrms. 693-2706 C'busco.
TIRES (2), No. 78x14, fit Camaro, good cond. 485-4354.
TRK. camper, 8', sleeps 4, stove, icebx., jacks. 747-6537.
TV console, GE, used, needs repair, \$25. 447-9109.
PORT-a-crib, \$8. Stroll-a-chair, \$50. 447-1637.
BABY furniture & clothes. Trl. tire. 432-4847.
SCREENHOUSE, 10-sided, w-

SCREENHOUSE, 10-sided, w-privacy panels, \$200, 426-0705.

ROOM air conditioner. 2215 Curdes

73 HUSQVARNA, A-1 cond., \$650. 773 HUSQVAKNA, A-1 Colld., 300, 747-0797 aff. 6. STOVE, elec., 36", good working cond., \$20. 432-3445. AIR conditioner, 28,000 BTU, \$250.

483-0862.

LOT, Atlanta, Ga., wooded, mtn., deluxe resort area. 486-1636.

RELOADER, 20 ga., 12 ga. cases & wads, cheap. 432-4458.

SPEEDBOAT, wood, 28 h.p. motor, best offer over \$400. 743-7658.

'69 APACHE fold-down camper, sleeps 8. 357-3987 Garrett.

SHOES, Vitality, sz. 7½ A, never worn, bl. patent, \$10. 485-8291.

'72 SUZUKI, GT 380, 4,000 mi., like new. 627-5301 Grbl., aft. 5:30. GRILL, elec. spit, hood cover, never used, \$12. 748-1980. RUMMAGE sale, 3401 Plaza, Fri-Sun, clothes, sundries. TRACTOR sprayer & pump, Ford plow, 3 pt. hitch. 623-6868. TOMATO plants, 4 varieties; cabbage plants, \$.40-doz. 743-3923. BOAT, 15' fibergls., 35 h.p. Ev. elec. start & trl. cover. 483-0849. TENNIS bag, ladies, never used, \$10. 422-0282.

#### WANTED

BABYSITTING in my home, Parnell Park area, 483-2340. SWING set for small child, 485-8661. GRAIN bin & dryer, small. 344-3483.

COTTAGES, for season, on Lake James & Jimmerson. 435-5581.

DOUBLE chain link gates, also small bldg. 747-7007.

GARDENT tiller, 3 or 4 h.p. 432-9058.

CEMENT mixer, with or w-out motor. 743-1593.

SWING set frame, good cond., yet inexpensive. 623-6727 Mnrvl.

DOCK space or anchor space for 18' sailboat. 447-9298.

WILL paint outside houses, garages, fences. 485-4432.

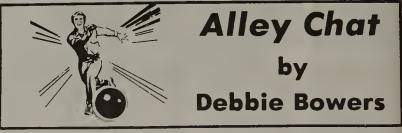
BRICKS for a walk. 493-2486.

BRICKS for a walk, 493-2486.

#### FREE

PUPS, Irish Setter mixed; also kittens, 897-2549 Avilla. FOX terrier, male, housebroken, good watchdog. 623-6078.

|  |                                       |               |                   |       |         |            |             |      |      |             | Ļ           |               | Ļ          |           |
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| GEN Form   | 1 2                                   |               |                   |       |         |            |             |      | Si   | gna         | ture        |               |            |           |



The results are in! A total of 101 people bowled their way to prizewinning positions in the General Electric Club's first annual Men-Women-Mixed Bowling Tournament.

In the five-member "team event" category a dozen teams came out on top after some heavy competition on the lanes. From first to twelfth they are: Henry Helberg's Office Team No. 6, Bill Roach's Sunny Schick, John Thurber's Kraftsmen, Dave Dasher's Adam's Rib, Dave Myers' Moonlighters, Carlos Parra's Bombers, Stan Holocher's Watchmen, Dale Soward's Adam & Eve, Dick Powell's Wednesday Owl Team No. 4, Michael Hamman's team of Hamman-Thompson, Bon Clawson's Picked Overs, and Terry Dorman's Wednesday Owl Team No. 3. There were 57 teams participating in this category.

Ten pairs of bowlers received prizes in the "doubles event" of the tournament. From first through tenth they are the mini-teams of: Cochren-Dunfee, Hale-Powell, Mooney-Lambert, Meeks-Hitzeman, Johnston-Oliver, Sharp-Turner, Thurber-Kraft, Hapner-Baxter, Dasher-Shultz, and Hamman-Hamman. Fifty-one doubles "teams" competed in this part of the GE Club tournament.

The "singles event" drew 15 winners. Starting from top position these bowlers are: Ed Koontz, Bill Kumfer, Howard Eastes, Les Hahn, Don Neuhaus, Vic Baxter, Jerry Kraft, Doris Ott, Mildred Franke, Darrel Kissinger, Pat Johnston, Carl Metker, Gary Sykes, Dale Sowards and Darwin Wert. Entries totaled 92 in the singles

Out of 39 "all events — men" entries, four bowlers brought home the honors. They are: Ron McNeal, first; Paul Perry, second; Lee Schultz, third, and Dale Sowards, fourth. Competition among seven "all events - women" contestants was narrowed down to Pat Johnston taking first place and Elsie Oliver coming in second.



Bud Snyder's Taylor Street league gives first place in the South Division to Rider - Kelsey; in the North Division Houser - Steinbacher share the number one position. The past two weeks for this league birdies were scored by F. Houser, B. Steinbacher, B. Snyder, L. Putnam, M. Lepper, G. Eshelman and S. Frasure.

The women opened their season on May 5. After the May 12 match, team no. 2 — the Chippers — gained a two point advantage over team no. 4 — Auf Gufens. Maureen Murtaugh scored a 47

The Monday afternoon Brookwood league standings after May 12 put team no. 2 — Highballs — in first place. Warren Wickliffe scored 36 one week and followed it up with a 39 the next week. Bill Kayser shot a 37 and 39. Arlin Grieser received sandbagger honors with his 39 (5.8 below his average). Warren Wickliffe and Bill Kayser each had two birds, Pete Gorrell, Dick Hensler, Gary Sykes, Don Hower, Mel Schrader, Dean Affholter and Vern Foulks each scored one.

The Divot Diggers are in first place in the Tuesday Brookwood league. Al Kruetzman's 37 is low for this league. Birds were scored by Al Kruetzman, Terry Bashelier, Hank Bittman and Bob McReynolds. Earl Mitchell shot 12 below his average.

The Sandbaggers are tied with the Nifties in the Tuesday Foster Park league. And in the West Broadway league the Misfits and Duffers share the lead. Larry Shindeldecker shot two 39s and birds were scored by Roy Brokaw, Max Walton, Henry Helbert, Stan Williams, Larry Shindeldecker, and J. Kidd. The AMDO league's team no. 3 is in first position. Birds were made by Wichman and

The playoffs will be held Sept. 13 at Colonial Oaks. More about that later in the season. Until later . . . Stroke 'Em Straight!

# oyees voice concerns -- STBD is listening

"Let's Hear It" is proving to be a perfect title for a second series FORT WO Way Alcommunication meetings in the Specialty Transformer Business Dept. The hourly men and women who attended the first hour-long session May 28 didn't hesitate to make themselves heard, and that was exactly what they were encouraged to do.

Initiated in 1973, the meetings were revitalized last week to help hourly and salaried employees "get the ear of top management" on concerns and questions about their jobs and work environments, according to STBD employee relations manager Stan Podzielinski. In turn, management representatives who host the assemblies have the opportunity "to share those happenings which are crucial to employees' personal derstanding of the business," he explains.

Following a welcome and in-

troduction of Frank DeSantis, manufacturing manager for the department, Podzielinski briefly outlined the purpose of "Let's Hear It" to the employees attending the meeting. "In order for each of us to be truly effective in our jobs we must first understand where we fit into the scheme of things," he said. "You as STBD employees know your jobs better than anyone else in this department, and by listening to your concerns and acting on what's brought up in this meeting, management can help make your jobs easier and this department more successful. We believe employees do care about the success of the business and what's happening to it."

**Business Review** 

DeSantis underscored one of these points. "Those of you here today are the real experts in the factory," he said. "You can see that as well as we can, especially with the high job turnover rate this department has been experiencing. When an employee moves from one job to another so does all the knowledge he or she has about that job." In the manufacturing section alone, 67 percent of the hourly workforce have been on their present jobs less than 10 weeks due to this rapid turnover problem, DeSantis told employees later in the meeting.

"Downward Trend"

Examining past and present business and discussing extended sales forecasts, the manufacturing manager pointed to charts which reflected "a downward trend in product areas" for 1975, he noted. The department's transformer product line should recover at a better pace than STBD power supplies, but lack of capital spending and investment for heavy equipment, as well as several other negative economic and business factors, are creating an overall sales picture "that's not very optimistic at this time," DeSantis said.

The need for greater product quality and the overwhelming profit drain caused by quality costs also came under review at the meeting. DeSantis said this was an area which needed the attention of all STBD employees and stressed that improved quality was "a major thrust for the department in 1975 and 1976."

Answers to questions submitted by employees prior to the meeting were next on the "Let's







TWO-WAY TALK is the goal of STBD's "Let's Hear It" meetings, and employees took advantage of the first session to exchange ideas with employee relations manager Stan Podzielinski, bottom photo left, and manufacturing manager Frank DeSantis, right. Secretary Gen Ellingston is responsible for coordination of weekly hourly and salaried meeting details and box lunch arrangements.

Hear It" agenda. Coupled with discussions and hourly participants' opinions on subjects such as shutdown and inventory adjustment plans, layoffs and bumping procedures, supervision, housekeeping and work rules, a lively interchange of suggestions and concerns filled a fast-moving 75 percent of the meeting's time.

"We'll continue to have these

'Let's Hear It' meetings three times each week, including similar sessions for salaried employees which will begin shortly," Podzielinski concluded at the end of the hour. "We appreciate your reactions and ideas, and urge you to tell your friends about what went on here today. I'm sure we're going to learn from this type of two-way communication."

#### Customer reports solid sales, asks GE's help to keep them strong

Hourly employees in the General Purpose Motor Dept. at Broadway got the message straight from the customer:

June 6, 1975

FORT WAYNE

"No matter how much we do in the offices, it all goes zilch if the people on the manufacturing floors aren't interested in doing a good job. We always try to protect our image of quality, and that's the biggest thing we expect from you.

"Our goal is to have a total quality 'Cadillac' product. The General Electric motor is probably the most reliable piece of equipment we've ever bought from any vendor, but if a problem does come up, the place to find it is right here. You're the heart of this manufacturing operation. It lies in your hands."

These comments were made by George Inman, vice president of operations for E-Z-Go Division of Textron. A major customer of General Purpose Motor, E-Z-Go the world's leading manufacturer of electric golf vehicles. Inman and other management personnel from the Augusta, Ga., company were in Fort Wayne recently to tour GPM

with the department's engineering and sales employees for motor application, design, manufacturing and process reviews, and talk to the men and women who build the motors that power the popular golf cars.

E-Z-Go was started as a small company in 1955 by two brothers "just out of the Army and looking

operations at Broadway, meet for something to do," Inman explained. They were doing well in 1959 when sales neared 900 electric golf cars a year, but their real success came after the enterprise was purchased by Textron in 1960. A widely diversified company with annual gross sales of \$2 billion, Textron is made up of divisions recognizable under such names as Polaris snowmobiles, Bell helicopters, Fafnir precision bearings "and just about anything from eyeglasses to hearing aids," Inman noted. As one of these divisions, E-Z-Go has experienced a sales growth from less than \$1 million in 1961 to more than \$30 million last year!

> While E-Z-Go golf cars are particularly in demand in Augusta, home of the Masters Golf Tournament, the company enjoys sales across the world. Sales to golf courses make up 99 percent of the E-Z-Go business, which Inman called tremendous investment for these clubs. Next to membership dues the rental of golf cars is the largest source of revenue for them; the cars will last six years or more and pay for themselves within the first six to eight months of use," he said.

> "We're king of the mountain in this market, but how do we stay there?" the E-Z-Go executive asked employees. He concluded that "absolute quality" in the GPM motors the company buys and a "zero defects goal" in GE workmanship will provide what it takes to keep customers coming back for more.

# Next time you're swinging in the rain, think of Textron.



Why? Because that ever faithful chariot waiting in the foreground comes from Textron's E-Z-Go Car division— producer of the world's finest golf cars. Think about it. Textron is E-Z-Go golf cars. Polaris snowmobiles. Fafnir precision bearings. And many

And the one thing they all have

products they are.

For our Annual Report, write:
Textron, Providence, R.I. 02903





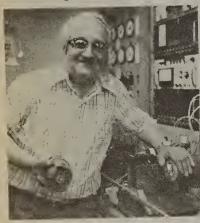


"A TOTAL QUALITY 'CADILLAC' PRODUCT" was how George Inman, vice president of operations for E-Z-Go, described the popular E-Z-Go golf car, left (ad reprinted from Business Week magazine with permission of Textron). Visiting GPM Broadway, Inman discussed this quality goal with hourly employees who build the motors that power these vehicles (top photo). Above, he and Robert Hoffman, E.Z.Go director of purchases, talk briefly with GE people after the meeting. Standing from left are foremen, Clarence Nahrwold and Bill Brase; Hoffman; coil placer Eleanor Gligor; and Tom Brown, district manager, Components Sales Dept., Atlanta, Ga. Seated next to Inman is tester Walt Stafford

# Plant Panel

Employees Answer Today's Question

# For years GE has had a high reputation for quality. In your present job, how are you contributing to this quality hallmark?



CHARLES WEAVER

#### Each phase of work evaluated for quality

CHARLES WEAVER Tester General Purpose Motor Broadway

"Quality means performance; performance comes through many phases of workmanship. As a tester, all phases of workmanship are evaluated to assure that the customer gets the highest degree of performance electrically and mechanically."



#### **Engineering** designs give customer value

FRANK MOODY Engineer Specialty Motor

"Product quality is determined by the value of our products to our customers. It requires close cooperation among people in all marketing, engineering and manufacturing functions, but must begin with the design of the product.

"As engineers we continually strive to determine our customers' needs and to design products which meet these needs at the lowest possible cost. We also try to provide designs which are easy to produce with our manufacturing facilities, and then cooperate with all other functions to provide manufacturing and testing operations which assure that the customer receives products of the planned high quality."



#### Analysis, fast action equal quality control

DORIS GARR Engineering Asst., quality control General Purpose Motor Taylor Street

"Daily analysis of process quality reports and the editing and distributing of these provides me with a great deal of information which I in turn pass on to my supervisor and other quality control personnel. This provides a very timely amount of information from corrective action can be taken.

"Processing this data daily, I quickly notice any significant change in the quality level throughout the manufacturing process. Being quality conscious I feel that problems need to be corrected, and if brought quickly to the attention of those involved, the high quality level of GE can be maintained.

engineering "Being an assistant is a very interesting career as you don't only get involved in the problems of quality control, but to function properly all individuals must work with engineering and manufacturing to maintain quality.

"I believe 'we profit by our Broadway mistakes' but in turn 'we reap what we sow' and all employees must work for higher quality if GE is to maintain its leadership



ROSE FUHRMAN

## Apprentice Alumni plan dinner

Alumni Association members are getting ready for "Alumni Days" June 11 at Shiloh Hall.

Featured speaker for the evening will be Dave Bartle, Jr., who until his retirement this year was manager of the company's Apprentice Training Manufacturing Management Program. His topic is "60 Years of GE Apprentice History."

circuit since his March meeting and social get-together.

General Electric Apprentice retirement, Bartle's talks are oriented to communication in-



Bartle, Jr.

spiration and personal development. A ''social time'' at 5:30 p.m. moves into a smorgasbord at 6:15 p.m. Alumni Days

On his own miniature lecture will conclude with a business

# Elex ready for potlucks, picnics, tour this month

Elex Club activities got off to an early start this month, but while some meetings have already been held this week, there are still plenty of items for members to mark on their June calendars. Plan now to attend these upcoming events:

6-9: Partizan chapter board meeting; 11:30 a.m.; Lucky Steer Restaurant, 2912 Getz Rd.

6-11: Pen El picnic, potluck; noon; Lakeside Park

6-16: Elex Executive Committee meeting, potluck (1974-75 and 1975-76 officers); 1142 Elm St., New Haven.

6-17: Partizan picnic, potluck; noon; Lakeside Park.

6-18: El-Par picnic, potluck; noon; Lakeside Park.

6-21: One-day trip to Notre Dame University, 100 Center Complex -Kamm's Brewery, Scottsdale Mall; \$6 for members, \$7 for guests (read more about this Saturday trip in the story below).

6-23: Honor-rettes luncheon; Char-King, Waynedale, 1 p.m.

# Saturday is school day for sightseeing Elexers

Ready for "a change of pace from the normal schedule" of Elex activities, according to club advisor Lorine Peters, members and their invited guests will be boarding six Indiana Motor Coaches June 21 for "an inexpensive and fun day."

Arrangements are in place for a whirlwind visit to Notre Dame University, 100 Center Complex -Kamm's Brewery, and Scottsdale Mall that Saturday. From sightseeing to shopping, the Elex Club schedule promises "a full day of activity.

A tour guide in each airconditioned bus will be on hand to explain the fascinating past and present of the Notre Dame campus during a 90-minute visit to the famous university. From there, the buses travel to Mishawaka, home of the 100 Center Complex - Kamm's possible.

Brewery, for a two-hour look at the \$5 million development. Blending commerce and art, the 100 Center Complex preserves the old world charm and dignity of the brewery buildings through their conversion into a unique, family oriented shopping, dining and entertainment center. Lunch and time for shopping from 1 to 4:30 p.m. in Scottsdale Mall, South Bend, wrap up the agenda.

The motor coaches leave the Lindley Ave. GE parking area at 6:45 a.m. and return 6:30 p.m. The price of tickets - \$6 for members and \$7 for guests includes the tip for Notre Dame tour guides and transportation but does not include lunch in Scottsdale. Reservations should be made with Elex "contact girls" or by calling the Elex office, Ext. 3555, as soon as

#### RON MOORE Quality is end result of work's perfection

REVELIA GRANT

done 'step at a time'

"I feel quality is of the utmost

importance in my work. I am

contributing toward it by taking

my job a step at a time and seeing

that it's done correctly the first

Quality means work

REVELIA GRANT Tap Puller Specialty Transformer

RON MOORE Tool Room Technical Resources

"I always strive for perfection in every part I make. In this way I know that in production the tools and dies will do as they were designed to do and produce a quality product."

#### Cooperation of many makes quality motor

ROSE FUHRMAN Pallet Auditor Hermetic Motor

"The customer is paying for a quality product, and as a pallet auditor I perform the last inspection on the pallets of motors before they are shipped to the customer.

"It takes the full cooperation of the foremen and people on the lines to achieve this result."

## **GE's Elex elects execs**



the Elex Club as newly elected officers, trustees and directors. Seated from left are Adeline Stonebraker, appointed assistant treasurer by the company; Catherine Schlup, trustee; Ruth Sorg; company appointed Elex treasurer; Elsie Oliver, first vice president; Cynthia Lytle, president; Carol Steffan, second vice president; and Beverly McClure, secretary. Standing from left are directors Wava Aughenbaugh, who was outgoing Elex Club president; Barbara Zobel, elected to a two year term; Judy Miracle, Rosemary Grist, Lorena Walter and Lucy Rogers. Not present for this photograph of the 1975-76 Elex officers was Jean Nebehy, who was elected a trustee of the club. LOOKING FORWARD TO A GOOD YEAR, 14 GE women prepare to lead



#### **Summary for supervisors**

INFORMATIVE WRAP-UPS of company activities and practices which INFORMATIVE WRAP-UPS of company activities and practices which affect GE supervisors' understanding of the business were presented recently in four separate meetings held by John Fleischman, union relations specialist for East Broadway plants here. Supervisors from General Purpose Motor and Specialty Motor, above, Hermetic Motor and Area Services heard a review of union grievance activity at the national and local levels for 1974, arbitration request and award summaries, overall union-company climates, pay practices, absenteeism and disciplinary action procedures. In addition, the men and women attending the meetings were encouraged to strengthen their commitments to conduct "roundtable" informative meetings with hourly employees.



#### Labor union official visits, tours plants here

PRESENTING A BRIEF OVERVIEW OF THE BUSINESS, Technical Resources Operation manager Gordon Hall, left, discusses the operating component's make-up with visiting labor union executive Fred Purcell, vice president of IAM International. The meeting with Hall preceded a tour by Purcell of TRO's Advanced Manufacturing Development Operation at Broadway and General Electric factory facilities at Taylor Street. Seated from left are Bud Curtis, president of IAM Lodge 70 here; Purcell; and Marvin Hamilton, manager of union relations in the Employee and Community Relations Operation.

#### RIDERSWANTED

DECATUR or area to Bdwy, or T.S., 2nd shift, 592-7279.

#### FOR SALE

WIGS (2), dk, brn., wshbl. modacrylic, sh. styles, \$5 ea. 747-2401 aft. 5. MATTRESS & springs, full size, \$25-pr. 747-2309.

pr. 747-2309.

'69 CHEV. Blazer, 4-whl. dr., 4-sp. trans., 307 V-8, 4-brl., PS. 799-5851 Col. City.

BATH sink, \$10; heater for garage, 120,000 BTU, gas, \$50. 745-1645.

HOSPITAL bed, good condition. 456-

'69 DATSUN, \$395. Free kittens. 637-

6612.
PICNIC tables, 8', heavy wood & stained. 744-1815.
HUMIDIFIER, 3-spd., w-rollaway stand, \$20. 489-4862.
TIRES (4) H78x15, Goodyear, glass-belted, cheap. 483-7295.
WATER heater, auto., 52 gal., Hotpoint, 484-7826.

point, 484-7826.

BABY crib, dresser, drsg. table, elec. dish, 747-4038.

GARAGE sale, June 5 & 6, all good, 1519 N. Anthony.

LOTS, Big Long Lake; Box 435, Wolcottville, In. 46795.

BICYCLE, Schwinn, girl's, 20", Stingray, banana st. 483-8817.

BOAT boarding ladder, alum, tubin. 456-1568.

'66 FALCON Futura, AC, clean, \$475.

672-2852.
BAR, antique white, 47x40, w-2 bar stools. 745-0759.
BC antenna, maggie, \$25. Ankle weights, 5 lbs., \$5. 747-9606.
PATIO chairs (2), steel. Hrdwood army cot, \$5 ea. 485-6523.
DRESS, new, silk, sz. 10, navy wdesign, worn twice. 745-4126.

### Reservations due for supervisor golf outing

Members and guests of the GE Supervisors Club planning to play in the June 21 second annual Florida Golf Scramble are reminded that the deadline for reservations is Monday, June 9. Call Les Hahn, Ext. 2031, or Stan Harmeyer, Ext. 3505, for tee times.

LAWNSWEEPER, 25", \$15. 745-0746.
FURNITURE for rec. room, 6 pcs., ex. cond. 627-3255.
BOLENS, 8 h.p., w mower, blade, chains, weights, \$375. 432-2498.
CENT. air cond., 29,000 BTU, for mob. home, used 1 seasn. 432-3056.
CHAIR, antique ladderback. Elec. fans, reas. 429-5396.
COLOR TV, console model. 483-1653.
PLANTS, tomatoes & peppers. 747-3333.

MOTOR, '68 Pon. Frbrd., overhd. cam, 6 cyl. 748-8122 wkdys. to 6

p.m. RANCHERO Explorer, 302, auto., PS, PB, lo mi., \$1950. 897-3032

MACHINISTS tools & chest, 493-3383, REFR., Ig. fr.-free, \$125. 4 barstools, \$50. 2 doors, al. & wd. 745-5219, '72 FORD, 250, auto., air., AM-FM, 11' self-cont. camper, \$4200, 485-1541.

AIR cond., 10,000 BTU, 220 v., walnut panel, \$150. 448-2041. WRINGER washer, ex. cond. 639-3478

Hglnd.
SCHWINN 5-spd., 26" whl., ex. cond.
745-3424 aft. 5.
ORGANIC peat moss, basket or yard,
no deliveries. 489-5834.
OUTBOARD, 5 h.p., needs some
work, reas. 638-4557 Yoder.
SEWING machine, Kenmore cabinet.
Bissell sweeper. 483-8415.
'60 FORD wagon, auto., 8 cyl., pwr.,
reas. 749-5884.
MOTOR, 3 h.p. Johnson, \$40. 437-2445.
GARAGE sale, 9313 Yellow River

Rd., June 6 & 7.

BABY mattress, like new, \$5, 749 0039. PUPS, AKC Airedale, good watch-dogs or show, 744-0735.

Please Turn to Page 4

Vol. 57 No. 21

about the people who help make the world's most dependable components

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## 'XL-erators' in SMD spark spirit of Indy race with contest for quality, service, value messages

While some people here traveled to Indianapolis two weekends ago to see the famed 500-mile competition, employees in the Specialty Motor Dept., Bldg. 4-6, got a flavor of their own "XL-erator" event on the Friday before the big race began.

The department's "XL in '75' committee sent a bulletin to salaried employees at Broadway during the second week of May announcing a contest tied to the Indy 500 race and SMD's campaign to boost quality, value and service. Employees were invited to submit brief written statements on an "XL" businessbuilding theme such as "What 'XL' has done for our customers" or "Why I think 'XL' has been a success on my job or in my group."

Each entry was matched at random with a number from one to 33, the number of starting



THE WINNERS! Top "XL" message writers received \$10 gift cer tificates from the Employee Store. They are, standing from left, Homer Jennings, Jim Nord, Frank Kuony, and seated left, Vivian Tennell. Also submitting a winning "XL" statement was Darlene Heare, who was not present for the photo. Seated behind their award model automobiles with AM radios are Henry Roemke and Linda Waterman, whose Indy 500 starting position numbers paid off. All received congratulations from SMD general manager Dave Gifford, right.

positions in the big race. Because of the numerous responses to the contest the "XL" committee assigned several entries to each race car position.

There were two ways SMD people could win. Assigned starting numbers taking the winning flag in the Indy 500 race received scale automobiles with AM radios. Entries selected which "best typify the 'XL in '75' spirit' earned \$10 Employee Store gift certificates.

To spark enthusiasm for the big event, SMD general manager Dave Gifford, seated atop a tiny motor scooter, led a caravan of "XL" messengers through the halls of Bldg. 4-6. The "darcdevil" group delivered



EASY RIDER? General manager Dave Gifford manages to accomplish a "wheelie" as he shifts SMD's "XL" program into high gear!

employees' starting position numbers and brought plenty of smiles on the Friday before the Indianapolis 500 race began.

#### Bloodmobile coming next week

You've probably already noticed the increase of vacation vehieles on the roads. With the fun that summer brings, however, eomes a higher rate of aeeidents and greater need for blood. You ean help! Make a week, June 10-11, at West Give a little.



point to donate blood at the two- Broadway. A little time on your day Red Cross blood drive next part may help someone to live.



What's a sandbagger? It's one who would "pad" his golf score for future benefit. Say your average is 49 and you shoot 61. That's sandbagging. If you don't believe me ask Ron Davis of the Taylor Street League. Team 4 leads the South Division and Team 13 leads the North Division of that league.

The Taylor Street Owl League reports Bill Sutton with a 37—two birdies. Howard Estes shot 12 below his average (did you see that Ron, "below"). Team 3 leads the Monday Afternoon Brookwood League. Al Kruetzman's and Vern Foulks' 39s were low this week. The Chippers lead the Women's League. Bonnie Leakey shot 41 and had a birdie on No. 9 at McMillen.

Terry Bashelier of the FMP League shot a 39. Team 5 is in first on their league standings. After three matches Team 4 is leading the Winter Street League. Bill Kayser shot two consecutive 37s and leads this league with a 37.7 average. Tom Fenoglio had quite a recovery last Tuesday at Foster Park. He took 10 strokes on No. 10 and then birdied No. 11. Team 3 is leading the league.

Jay Bowersoek of the AMDO League has really worked on his game — 58 to 48 average. Pete Gorell, the manager of this league, brought up a point that I think every league might use. "Make every effort to speed up play," he said. "This doesn't mean you have to rush your shots. Just be ready to shoot when your turn comes."

The Divot Diggers are in first place in the GE Club Tuesday Golf League. Al Kruetzman and Gary Sykes tied with 39s. Kruetzman had

Due to the short Memorial Day week there was no GE News last Friday. We'll report the winners of the May 31 tournament next week. The standings will also be brought up to date then.



by Steve Heckman

With spring practice games completed, the GE interdepartment softball league has started play in its regular season.

The first home run of the season by Doug Mills wasn't enough to carry the Short Circuits past Area Services; the final score was 6-5.

Finance also took a one-run advantage over Easy Riders with an 8-7 score. A 12-5 rout followed that score by Dick & Bill's over the Super Stars. Dick & Bill's then walloped Finance 17-6.

The Easy Riders beat Area Services, then the Super Stars came to bat to also take Area Services by a 5-3 margin. Finance enjoyed a hitting spree to down the Short Circuits 34-5. Neal Conroy hit two home runs in the game for the Short Circuits.

Here are the league standings: Dick & Bill's, 2-0; Finance, 2-1; Easy Riders, 1-1; Super Stars, 1-1; Area Services, 1-2; and Short Circuits, 0-2.

#### **GE** campers invited to attend next outing

Seven families attended the May campout of the General Electric Camping Club at Chainof-Lakes State Park.

Interested employees and retirees are invited to join in the next weekend campout beginning next Friday evening, June 13, at Hi-Lo campgrounds. The camping site is one-quarter mile off State Road 9 and the Route 37 Bypass south of Huntington, one mile south of the U.S. 24 West turn-off. For more information call John Guethler, Ext. 3455, or the GE Club, Ext. 2042.

> June 15 is the time to do something nice for Dad. Find those gifts right for him at the Employee Store!

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# Mental Health Center activities widespread, ECSF board learns

"There's a tremendous myth about mental health today because people really don't understand what it's all about, and that's a community education challenge for us," said Mike Mettler, business manager of the Mental Health Center at Fort Wayne, Inc. In a meeting with board members of the Employees Community Services Fund (ECSF) last month, Mettler noted, "Experience has proven that tucking people away in state mental hospitals, the other system, doesn't work. Institutionalizing patients by the thousands won't provide the individual care necessary to bring them back into our society, and that's where we try to help.'

The Mental Health Center has a staff of 58 medical professionals and 17 persons employed in various business capacities.

"Our primary purpose is to deliver direct service to individuals and families in the Allen-Wells-Adams County area," Mettler continued. "We also work to deliver prevention, that is, make people aware that they or someone they know may need help before a mental breakdown or other problem occurs."

Individual, group and family therapy and child management are offered as out-patient services of the Mental Health Center. "People come in one to three times a week. Sometimes it could be only a minor problem where the visitors simply need someone to listen to them," Mettler said. More extensive programs, according to the



Continued from Page 3

SOFA, brn. 2 stoves; 1 lot, Waynedale, 52'x200'. 747-2613. '71 VW, good condition. 456-2688. '72 VW, 4-spd., orange, \$1850. 747-

BABY bed & play pen, \$15 for both.

745-7261.

MOBILE home, 8x48, on Carr Lake, good fishing. 672-2983.

REBUILT 1500 cc Porsche engine, bolt right on VW. 672-2548 Hntgtn.

CORNER cupboard, good shape, varnished. 748-1433.

PICNIC basket, \$2. 2 end tables, like new. 484-5353.

new. 484-5353.
REFRIGERATOR, white, very good cond., 14 cu. ft. 485-2111.
FISHING boat, 12', 5 h.p. mtr., trlr., anchors, padls. 749-2036.
DESK, secretarial, all steel, solid, \$40. 482-4557.
'71 COACHMAN, 2 bdrm., furn., 12x62, shed, skirt incl. 489-3353.
MEDICINE cabinet w-lights, \$10. 625-4189.

625-4189.
COCKER Spaniel, AKC, male. 925-3620 Auburn.
LOCK & hinges, 2 door, extra keys. 745-9602.

ECSF meeting guest, include an in-patient center "for people who can't deal with some aspect of life;" a partial day care center for adults "which will eventually take the place of state mental hospitals as they're phased out,



PERSONAL CARE, not "tucking people away" in institutions, is the goal of the Mental Health Center, Mettler, left. At right is ECSF vice chairman Bob McGregor.

providing patients with more than just custodial care;" and a group treatment home for emotionally disturbed adolescents. "kind of a half-way house that tries to make teenagers who are in trouble with the law, their schools or their families more responsible for their behavior."

The Center also offers consultation, education and testing services to the area's courts, schools and other United Way agencies. Last year it helped train more than 100 students majoring in social work, nursing, psychology and related fields from several local colleges and universities. Still another service is conducted for the Fort Wayne Police Dept. The Mental Health Center screens each police cadet for 15 to 20 hours "to make sure the highest caliber individuals become law enforcement officers," Mettler said.

An around-the-clock telephone emergency service (484-3353) which deals with problems such as suicide threats and rapes, and training and funding of other community emergency and counseling programs are also provided by the Mental Health Center.

Ground breaking has begun at a new 15-acre site for relocation of the Center to the land formerly occupied by the state mental hospital on the corner of State and Kentucky. Plans are being made to double the size of the professional staff within three years, significantly expand the scope of services offered and develop "satellite" or branch outpatient clinics in the area.

The United Way of Allen County helps support the Mental Health Center with a pledge of \$119,000, one of the largest contributions made each year.

### Sales potential explored in CSD meeting



MASTERFUL HANDLING OF MASTER DISTRIBUTOR SALES in the aftermarket brought together five district MASTERFUL HANDLING OF MASTER DISTRIBUTOR SALES in the aftermarket brought together five district sales engineers, five district managers, representatives of five GE product departments and Components Sales Dept. management. In a two-day meeting, CSD thoroughly examined the replacement market with primary emphasis on the master distributors who resell to the wholesaler level, gaining a broader understanding of the challenges and opportunities ahead. Improved communication, a better appreciation of mutual problems and a strengthened effort to become a more successful master distributor sales team resulted from the meeting, according to CSD aftermarket sales manager and host Don French. "Aftermarket sales have proven to be one of the few bright spots in our current sales picture," he said.

HI-PERF, cam lifters, manifold for 396 Chev. 432-2308. '72 SCHULT mob. home, 12x65, 3 bdrms., ex. cond. 758-2464 Hngtn. CONSOLE simplex ironer, \$25. 447-

9109. BOAT, 10', alum., flat-btm., like new, w-oars, \$85. 485-5569.

BEARCAT 3 scanning radio-police & fire calls. 672-3303 Rnk. TORO mulcher, 3.5 h.p., used than 10 hrs. 665-2951 Angola.

Oll furn. mtr., conv. unit, drum, make offer. 448-3743.
TRAVEL trailer, 16', self-cont., & tent. 489-3262.
NEW, 24' Harris floteboat, 15 h.p. motor. 442-4033.
PINTO rims for snow tires, \$3 ea. 639-3404.

TUXEDO, sport coats, sport shirts, sz. M. 744-0507.

'71 ELECTRA, full power, air, \$3,000.

'74 ARGOSY, tr. trailer, self-contained, good cond. 639-6582. BUSHEL baskets. 743-3923.

'73 FORD Sup., camper, 11', 13,000 on truck. 447-5464. '56 HARLEY, 1200 cc, mikuni, new coil. 744-2909.

REFRIG., 15 cu. ft., w-ice maker. 432-5037.

CUT'N Jump slalom ski, competition, ex. cond., \$50. 432-9819. STOVE, gas, cntr. top, 30", oven, gas incinerator. 482-2988.

CEMETERY lots (4), Garden, Covington Gardens. 422-6761.

CLOTHES, cheap, near Fairfield. 745-5285.

GE stereo AM-FM radio, mahog. cabnt., 2 spkrs., like new. 744-

'56 CHEVY, blue, chrome reverse, 265 engine, \$530. 456-5685. HAIR dryer, like new, \$10. 456-8994. SOFA & chair, green. Stove, self-cleaning, elec. 447-1142. SAILBOAT, 8', \$35. 456-5952.

SPIROTONE custom SLR be Miranda camera. 432-1367.

'71 MUSTANG, V-8, auto., air, PS, PB, gold, brn. vin. top, ex. 356-2750 Hntgton.
HOUSE, 3 bdrm. ranch, 1 car gar., NW FW, \$26,000. 432-0987.
'74 WURLITZER organ, \$1500. 728-2577 Decatur.

2577 Decatur. **HOME** entertainment, TV, stereo, tape deck, AM-FM. 747-1063.

#### WANTED

LAKE pier on wheels or wheels & axle for pier. 432-2237.
PORT. clothes washer w-wringer, for apt., reas. 485-1898.
WATER heater for swimming pool. 445-8453.
SMALL boat hoist. 456-5435.
SMALL swing set, frame only, reasonable. 747-7007.
OIL furnace, counterflo. 456-8170 aft. 5.

LP gas bottle, 20 lb., & late mod. small ref., in good cond. 432-1676. WATER skis, child's, beginner, good shape. 484-6357.

SOFA, loveseat size, vinyl, for lake. 421-9408. METAL lawn chairs, 438-9473.

VERY sml. ecnmy car, any cond. will tr. for '67 Chev. wgn. 627-5128.

MOBILE home, 12x50, near Clinton & Bypass, will sell. 743-9909.
COTTAGE, 2 br., Shriner Lk., Ikfrn. beach, boat. 1-691-5704 aft. 6.
HOUSE, unfur., near T.S., 1 bdrm., gar., basmt., \$135-mo. 432-3445.

FOR RENT

BABYSIT, days, 1 blk. from Luth. Hosp. hot meal, fn. yd. 745-2764. WILL do interior painting. 447-5051. SAIL & rigging to fit cance, 16'. 747-

WILL paint outside houses, garages,

reasonable. 744-9479.
CHILD care, licensed mother, Crestwood, N.E. 483-1971.
SHALLOW well pump for cistern. 432-6838

FREE

PARAFIN, new & used, for canning & candles. 748-1423.

| ☐ For Sale * ☐ Wanted ☐ For Rent *      | *ADLETS GE NEWS BLDG. 18-3   | ☐ Ride Wanted ☐ Riders Wanted ☐ Lost         |
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| GEN Form A 2                            |  | Signature                                    |



### Finding suppliers who deliver best value is target for GE Buynet Council meeting

VALUE SEEKERS. GE employees from across the U.S. and other countries met in Fort Wayne last month, to study, determine and promote analytical methods of purchasing. Among objectives of this Industrial Electronic Buynet Council is evaluation of suppliers to find those offering the greatest value in quality, delivery, prices and services, Specialty Transformer's purchasing manager Ed Sembroski, left, and Syl Engelmann, not pictured, were hosts for the meeting. Marketing facts were provided by Specialty Motor's specialty OEM sales manager Vern Gross, center, and senior product application specialist John Nye, right. STBD manufacturing manager Frank DeSantis welcomed the group to Fort Wayne at the start of the day-and-a-half meeting.

# Big corporate tax only hurts public; citizen is paying, GE chairman says

"The old 'soak-business' theory of taxation, the old politics of buying votes by attacking profits, has finally brought us to the point of crisis," Reginald H. Jones, chairman of the board of the General/Electric Company, told the Economic Club of Pittsburgh last month.

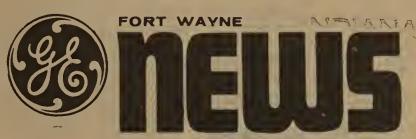
"Inflation has eroded corporate balance sheets to the worst condition since the 1930s," he said. "We've got to face facts and recognize the proper and necessary function of the producer community in national life. And the first step is tax reform that will enable business to finance this country's future.'

Reform Aids Public

In calling for tax reform to help eliminate "the shortage of capital needed to energize economic growth and employment," Jones announced that the Business Roundtable was releasing a series of papers outlining important tax issues. Members of the Roundtable are being urged to discuss the tax fissues with members of Congress, who will begin consideration of tax reform this month. Jones is chairman of the Taxation Task Force of the Roundtable, an informal organization composed of more than 150 leading businessmen.

"We've got to make the point over and over that it is the public that pays taxes, pays all costs of government, and it is only the public that foots the bill," Jones stated. "It may be desirable politically to say that taxes are levied on those impersonal entities known as corporations

Please turn to Page 2



June 13, 1975

Seek top scientists, engineers

See Page 3

#### Just getting its feet wet

# GPM growing sales in farm irrigation market

Listeners to a local morning radio program will often hear'the phrase "the big business of farming" used to introduce grain and livestock market quotations. The image of farming is changing. And as the "ma and pa" farms of yesterday are fast becoming giant profit and loss enterprises of tomorrow, the need for sophisticated machinery to operate them continues to

That's what employees in the General Purpose Motor Dept. are banking on, and it's paying offwell in several agricultural and farm markets.

#### **Circles of Water**

One of the most modern advances in farm equipment is the center pivot irrigation system, according to Bev Miracle, GPM marketing specialist at Taylor Street.

Farm land subdivided into quarter-mile-square blocks can be economically cultivated as 10

irrigation towers rotate around a center pivot within each block. At the base of each tower are wheels which enable the units to "walk" across the land in concentric circles.

Many manufacturers of this system are using specially designed General Electric motors built by GPM employees at Taylor Street to drive the wheels beneath each tower. That's one motor per tower -10motors per irrigation system — 40 motors at work on every square mile of irrigated land!

#### A Tough Job

"We're just getting into this market," Miracle says. "When we looked at customer requirements for these types of motors, we saw they were different from anything we'd ever built before.'

During their use in the center pivot irrigation application, the-GPM motors must hold up under major exposure to water, sand,

fertilizer and the sun. In addition, each motor operates at timed intervals to properly move the towers across the farm land. While it may seem that operating under torrents of water would help keep the motors cool, the frequency of stops and starts as many as four times a minute - means the motors must be designed not to overheat.

But while the challenges are many and the competition is keen, the effort is worth it, according to Miracle. GPM has recently received sizable orders from the Lockwood Corporation and Sargent Manufacturing Company, two of the leading manufacturers of this type of irrigating system. "Both these customers have more than doubled their rate of growth in the past three years," Miracle says. "Conservatively speaking, I'd say the overall market is growing at the phenomenal rate of 40 percent a year."



A UNIQUE MOTOR DESIGN and a booming center pivot irrigation system farm market are yielding a rich order crop for General Purpose Motor. Commercial equipment sales manager Tom Fenoglio, left, and marketing specialist Bev Miracle review a customer's brochure illustrating the "walking towers" concept of the irrigating system. A GPM motor drives the wheels at the base of each tower.

of arid lands, the GPM marketing the Mid-Columbia River Basin in the southeastern corner of the State of Washington. "Nothing would grow there but tumbleweed and scrap grass," he notes. Because of the rolling landscape and coarse sand "ideal for holding potato roots," however, Miracle says the "walking towers" concept of many center pivot irrigation systems working together is yielding rich results.

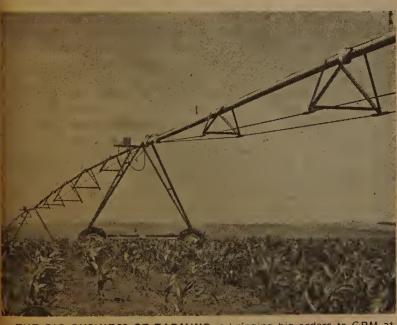
Considerable amounts of money are going into still largerscale farming ventures. Major projects started in 1972 in the western part of the United States will produce a \$200 million potato, sugar beet and alfalfa crop by 1982! Further research is being done to irrigate desert

Center pivot irrigation is areas of Libya and other nations particularly suited to the farming to hopefully solve the "world's growing problem of food shorspecialist continues. He points to tages. The method considered a project currently underway in one of the most efficient in all these cases is center pivot irrigation. Despite the dry and barren surroundings in which they're located, "when you get under one of those irrigation towers you'd think you were standing in a rain storm,' Miracle says.

#### A Big Market

General Purpose Motor estimates a potential motor market of 40,000 to 70,000 units a year, or about \$3.5 million in available sales through center pivot irrigation system applications.

While the department is admittedly just "getting its feet wet" in the irrigation market, the marketing staff and GE field sales engineers are working hard to harvest big farm orders.





THE BIG BUSINESS OF FARMING is bringing big orders to GPM at Taylor Street. Special three-phase, one-horsepower motors carrying dual frequency ratings are being used to drive the wheels of "walking towers" in center pivot irrigation systems. The Lockwood Corporation system at left is in widespread use in the U.S. and is also being used to cultivate the barren Libyan desert, right. What looks like giant phonograph records above are actually fertile fields of wheat, barley and alfalfa made to grow on land irrigated by towers which rotate in circles of quarter-mile radii from center pivots. The water is supplied to the system from underground wells.



ROGER VAN DYNE, a truck driver in the transportation operation of General Purpose Motor, helped stamp out a high cost headache by suggesting a return stamp system. He said pieces of plywood shipped along with products outside the plant could be reused many times if they were returned to GE. A rubber stamp bearing the company's name and address was all it took to make his suggestion work. His material savings idea earned \$187 in the GE Suggestion Plan.

# Suggesters get awards here worth banking on; cutting cost or perhaps saving time puts money into pocket



CARL PLATTNER saw that hermetic stator leads were being scrapped along with unvarnished stator windings. He suggested cutting the leads before the windings were scrapped and reusing them on production motors made in GPM's Winter Street plant. He earned \$105.



ROBERT GAHMAN suggested that hermetic stator punchings, considered obsolete as the result of new die designs, could still be used in certain motors built at General Purpose Motor's Winter Street plant. New instructions were issued and he was awarded \$230.



HAROLD BLAUVELT, a bench machinist on the Hermetic Motor Operation's second shift, suggested the use of nylon rather than steel "stops" in a wire stripper head. Less chance of alignment errors and easier assembly resulted in a \$135 award for his contribution.

# GE chairman calls for tax reforms; capital essential to energize growth

Continued from Page 1

rather than on individual citizens, but the corporation pays those taxes only out of funds collected from the public.

"I suspect," he said, "that eventually the very preservation of our enterprise system will hinge on our ability to gain public understanding of this very basic fact. If we do succeed in making this point to the public and their very responsive representatives in Congress, then we might achieve tax reform measures that would permit the capital formation needed in the years immediately ahead.'

A Capital Gap

General Electric economists estimate that, during the period 1977 through 1980, non-financial corporations will face capital requirements on an average of \$312 billion a year. Jones foresees "a capital gap in excess of \$50 billion a year" if the present Federal tax policies remain as they stand now.

"There is no way that industry is going to raise the money under

#### **Smoking in elevator** hazardous to health

The next time you ride up or down in one of the elevators at GE here, think about the fact that you're traveling along an open air shaft. It's perfectly safe, unless you or people riding with you are disobeying a "No Smoking" sign posted in the elevator. If that's the case, you're leaving safety behind and standing in one of the most potentially deadly vehicles imaginable.

"One of the quickest ways for a fire to spread from one floor to the next is through an elevator shaft," says Tom Corneil, plant protection chief for Fort Wayne GE. "If a fire starts inside one of these steel cubicles, the people inside are temporarily trapped and the effect inside the shaft is similar to that of a big chimney. Once this type of fire begins it's almost impossible to put it out in time to prevent serious damage."

"No Smoking" signs are clearly posted by all freight elevators and some passenger elevators at GE. Please, observe these signs.

the present tax policies, unless it is to go deeper and deeper into debt," he said. In a statistical analysis of business' financial structure today, he showed why business was not able to generate the cash it needed from retained earnings, depreciation allowances and new equity issues. For example, Jones pointed out that in 1955 the total liability - net worth ratio of non-financial corporations was less than a dollar owed for every dollar of net worth. By 1974 this ratio had risen to almost two dollars owed for every dollar of net worth.

"The trend has accelerated in recent years, with the ratio climbing twice as fast since 1967," he stated. "It would take six straight years of a dollar of new equity for every dollar of new debt to bring the overall ratio down to the level of 1968.

"We can start narrowing the capital gap by driving for tax reform now," Jones concluded. "Not the kind of tax reform that regards every incentive to invest as a 'loophole', but rather tax reform that will make it possible for business to finance the future of this country."

## Walsh named general manager of sales, distribution department

Andrew J. Walsh, who has been marketing manager for the Specialty Transformer Business Dept. here since December, 1969, has been named general manager of the Northeast Sales and Distribution Dept. Headquartered in Bridgeport, Conn., the department is responsible for General Electric Supply Company operations in six regions which include the New England states, New York, Pennsylvania, New Jersey and Maryland. Walsh will be assuming his new duties in Bridgeport this month.

A 1951 "cum laude" graduate of the University of Notre Dame, Walsh holds a bachelor of science degree in industrial engineering. He joined General Electric in 1954 after serving as a lieutenant junior grade in the U.S. Navy for three years.

Walsh is no stranger to the eastern portion of the United States. He began his GE career in the Switchgear Dept., Philadelphia, and advanced through several job assignments from his initial position as a proposal and



ANDREW WALSH

design engineer to manager of components sales while at the Pennsylvania location. In 1967 he moved to the company's Circuit Protective Devices Dept. in Plainville, Conn., where he was distributor sales manager, the post he held until joining STBD in

Walsh and his wife Jan have seven children, the oldest of whom will begin attending college in the Fall.



I didn't make it to Foster Park, but I've been told that the first prize winners (\$15 and trophy) are Frank Byanski, Don Bell, Jack Colgan and Eben Cobb. Max Walton gets honorable mention for his

Since I'm so far behind with the standings, I'll just go over some of the highlights. West Broadway league — Mel Guillame and Roy Brokaw each shot 39. Winter Street league — Jack Roebel shot 13.7 below his average. I think that puts him in the running for sandbagger of the year!"

Jim Schwartz of the FMP league shot a 39. AMDO league — Pete Gorell shot 37 and had two birdies. Al Kruetzman led his league with a 36 and two 39s. Dick Parlow shot 37, Terry Bashelier two 38s, Gary Sykes 38 and 39, and Fred Whelchel 39. Kruetzman, Whelchel, Sykes and Gordon Walter each recorded two birdies. The Taylor Street league reports Koontz's 39 as its low. Jack Stillinger tells me that Gil Baker shot seven strokes below his average.

The Wednesday 4 p.m. Brookwood league needs two players. Anyone interested should call Gary Sykes, Ext. 3310.

Putting tip: Never up — Never in! The next time you're out, think about this tip from a five-year-old boy: "A good thing to remember about hooking - is don't."

#### Brookwood Golf Tourney set for July 19

The 1975 General Electric Golf Tournament is scheduled for July 19 at Brookwood. Low gross, low net and blind bogey prizes by flight will be determined by handicaps. Entry fees of \$2 should be paid at the GE Club; green fees are payable at Brookwood. For reservations call Gary Sykes, Ext. 3310.

### Monogram magazine makes good family reading

The May-June issue of General Electric Monogram, a magazine written for and about GE people, is being distributed now to all employees in Fort Wayne plants and offices. Here's just a small sampling of the interesting articles you'll find:

"The company: on the issues firing line" - Defense work, layoffs, international operations and U.S. jobs are among the topics discussed by GE board chairman Reginald H. Jones at the company's Statutory Meeting for share owners held recently.

"Creativity: for GE people it takes many forms" - Hobbies and skills off the job are explored in a colorful pictorial.

"Bright new ideas in GE

products" — General Electric is working on new developments which range from FlipFlash on cameras to solar heating on issue, too. Watch for it!

mobile homes to reversing gas turbines on ships.

Your family will enjoy this



Vol. 57 No. 22

about the people who help make the world's most dependable components.

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

# Top technical people will be honored as GE's Steinmetz award recipients

or scientists in the General Electric Company is currently company's corporate head first one took place in 1973.

A search for the top engineers quarters in October and receive a Steinmetz Award in recognition and appreciation of their conunderway. Those top technical tributions to GE. The "search" people selected will attend a occurs throughout General



WORTHY OF RECOGNITION. General Electric's nine operating groups are in the process of selecting their individual winners for the 1975 Charles P. Steinmetz Awards for technical achievement. Created in 1973 in honor of the GE electrical engineer who became famous as the mathematical genius of the early electrical industry, the awards are presented every two years to GE men and women who have made major technical contributions to the company and to society. Dr. Arthur M. Bueche, GE vice president for research and development, admires the Steinmetz Award plaque at corporate headquarters in Fairfield, Conn., where this year's winners will be honored in October at a special hanguet where this year's winners will be honored in October at a special banquet.

The Steinmetz Awards are engraved silver medals presented to each of the company's nine operating groups. The names of the winners will be banquet in their honor at the Electric every two years; the inscribed on plaques to be hung in corporate headquarters. Created in 1973 in honor of Charles P. Steinmetz, the GE engineer who achieved fame as the mathematical genius of the électrical industry, the awards publicly recognize technical people whose contributions have had a significant impact on their company and society.

All GE engineers and scientists (except corporate staff component employees) are eligible for Steinmetz Awards. Criteria for selection include individual achievement over a sustained period, patents, publications, and recognition by fellow employees or other professional groups.

Although managers technical work may qualify for the award, they will be judged on the basis of their individual technical contributions rather than for their management of technical work.

Nominations for the award are made by committees of people engaged in technical work representing all major technical components. Final selection of the winners will be made by group executives on the recommendations of selection committees in each operating group.



#### Good work gets recognized

SURROUNDED BY THANKS. A Specialty Motor Dept. employee found SURROUNDED BY THANKS. A Specialty Motor Dept. employee found that a little publicity can go a long way — in his case, all the way to New York. When Components Sales Dept. New York district manager Clay Gaitskill, left, and sales engineer Andy Pallante, right, picked up their copy of the May 16 Fort Wayne GE News, they spotted the "Employee on the Job" feature and read about the accomplishments of Virg Stomberg, center. A developmental tester in the measurements laboratory of SMD, Virg performed work which resulted in an initial order for 50,000 GE motors for Welbilt Corporation. During a recent visit here, the CSD men made a point to personally thank the business-building employee and present him with a gift in appreciation for his contribution. Don Bussick, SMD appliance operations manager, second from left, and John Pinnington, measurements lab supervisor, added their congratulations.



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#### FOR SALE

BAR STOOLS (4), ex. cond., \$50. 2 doors, 1 wd., 1 alum. 745-5219. AIR cond., 19,000 BTU, like new. 432-

1719 days.

CHAIN link fence, gate & access., 5' hi., 123'. 485-5752.

'66 GMC V-6 <sup>3</sup>/<sub>4</sub> pickup, \$500 firm. 456-

8827.
GAS conversion burner, 18,000 BTU, like new, \$60. 456-8300.
CAR stereo speakers, 1 pr., Utah, \$15.

AIR conditioner, 8,000 BTU, new. 432-

GARAGE sale, moving to apt., June 20-21, 2736 Hoevelwood. STOVE, 40", gas, copper. 433-6864

73 CNCRD., 14 x 68, nr. Decatur, unfurn., all appl. 747-2036.
FAN, 3-spd., window, nice. 489-4470.
VERNIER, 9", L.W. indicator, MG, base, other tools. 749-4130.
RAD!AL saw, 10" & jointer, 6", complete, like new. 637-6682 aft. 5.

MODEL airplanes (2), large, line controlled. 693-3637 C'busco.

controlled. 693-3637 C'busco.

GARAGE sale, nice items, Clayton Rd., Monroeville.

BOAT, 14', 35 Evinrude motor, trailer, canopy, \$850. 749-1229.

FURNISHINGS, complete, household, 1224 Putnam St.

'63 CHEVY, 4-dr., 6 cyl. Sailboat, Sea Snark. 749-4407.

PUPS, German Shep., purebred, 8 wks., \$30. 489-6391.

SOFA & chair, green. Stove, selfclean oven, elec. 447-1142.

'63 CHEVY, PS, PB, clean, low mileage, runs good, \$295. 745-3189.

GOLF clubs & bag, lads., 7 pc., Spldg., used twice, \$45. 456-8953.

REFRIGERATOR, GE, 2-dr., 30 x 60, good, \$85. 456-3047.

'75 MOTOR, 6 h.p., Johnson, used once, \$425. 432-2414.

PULLETS, 14 wks. old. 693-2384 C'busco.

PULLETS, 14 wks. old. 073-2364
C'busco.
DIVING board, portable, metal.
Humidifier. 432-5991.
BABY furniture, used sofa. 485-7109.
WINDOW, 32" x 39", new, alum.,
awning type, \$12. 637-5652.
WINDOW, cmbn. alum. storm-scrn.
Gas incinerator. 747-4473.
AKC toy or miniature silver poodle
stud service. 747-5692.
'71 CAPRI, 4-spd., radial tires, \$1450.
1.724-4459 Decatur.

1-724-4459 Decatur. GARAGE sale, 5609 Cloverbrook, June 13, 14, 9-6. '70 CUTLASS, W-31, 350, 4-spd. 693-

HAIR detangler, GE, "gentle", hardly used. 744-1463. CAMPER cap, insulated, paneled, lights, ex. cond., \$175. 925-4153 CAMPER cap, insulated, paneled, lights, ex. cond., \$175. 925-4153 Auburn.

SPD. BOAT, 14', 40 hele. st. Evinrude, trailer, cover. 637-5778. CB tripod, 3', \$5. Ankle weights, \$5. Elec. guitar, \$100. 747-9606. SIAMESE, red lynx, pt., ml., reg., lovng. disp., hsbrk. 744-3856. REFRIG., 2 end tables, coffee table, chair. 627-3255. INSECTICIDE sprayer, \$5. Seeder, \$4. Vice, \$2. 483-8415. RANGE, gas. Guitar. 456-2688. RIDING pants, 2 pair, sz. 11. Wheel rims. 743-8474. '74 FORD van, custom interior, mags, 8-track. 639-3807. '70 CAMBRIDGE mb. home, on farm. 639-6249. DISHWASHER, GE, portable, like new, \$50. 743-1392. '71 KAWASAKI, 175 cc, 1100 mi., \$450. 485-6589. GYM Dandy, \$10. 483-7252. SIJTILKIS. '74 - 185: '72 - 500: \$600 ea.

485-6589.

GYM Dandy, \$10. 483-7252.

SUZUKIS, '74 - 185; '72 - 500; \$600 ea. or both for \$1100. 747-4304.

CAMERA, 35 mm, w-case, flash, filters, auto. exp. 749-5201.

BIKE, boy's, 20'', Syder, \$15. Tiller, 3 h.p., needs work, \$30. 485-4553.

AIR cond., 14,000 BTU, 220 volt, \$125. 428-6113.

'69 TRUCK camper, sleeps 4

#### WANTED

DONATION of news mag.: Time etc. for teacher. 745-2003.
STOVE, apt.-size, gas. 422-7817.
SWING set, tricycle, small wheels.

SWING set, tricycle, small wheels. 456-5413.
BIRDBATH, wood porch swing, reasonable. 744-9479.
SEWING alterations, also bridal party dresses. 485-6745.
GARDEN tractor. 637-6956 Grbl.
MOBILE home, 12' wide, will pay cash. 483-5603.
WILL babysit days, Paulding Rd. Hessen Cassel Rd. 447-6439.
BABYSIT, Southwest, near Fairfield. 745-5285.
BABYSIT, days, 1 blk. Luth. Hosp.,

BABYSIT, days, 1 blk. Luth. Hosp., hot meal, fn. yard. 745-2764.

#### FOR RENT

NEAR GE, 5 rm. up, furn., util., ideal for 2 girls, \$135. 432-3445.

#### FREE

GOOD farm dog, med. size, fe., 2 yrs., trnd., well-mannered. 482-4557.

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### An evening of activity!

# GE Club Awards Banquet recognizes winners

Banquet brought together hundreds of employees here June 5 to

The 1975 GE Club Annual share good food and exchange Sports Awards and Recognition congratulations on their successful trophy-winning seasons of sports activities.



TAKING HOME TROPHIES were GE Club bowlers, front row from left, Don Kaiser, Pat Johnston (two awards), Maureen Rogers, and standing from left, Lucy Call, Duke West, Gene Volkert, Frank Dunfee, Charles Cochren (two awards), and Dale Sowards. This is the second consecutive year the doubles team of Dunfee and Cochren won trophies. Also receiving trophies but not present for the photo were Dean Crum, Sandy Snyder, Gerry Dill, Robert Lehman, Don Waldrop (two awards), Robert Schultz, Henry Helberg, Ed Koontz, Ron McNeal, Don Neuhaus, Don Gilbert, Doris Ott and Elsie Oliver.

Following the catered dinner, GE Club president Glenn Seabold kicked things off with words of appreciation for the club's board of directors, club supervisor Ray Fischbach, entertainment committee chairman Bob Crippen, pensioner activities chairman Ernie Riley, and athletic chairman Bob Kintz. As leaders of a sport without a trophy to award, recognition was also given to Camping Club president John Guethler and chairman Bernie Huguenard. A special note of thanks went to Paul Beltz, who over the years has devoted many hours of his own time to initiate and organize several sports leagues at General Electric in Fort Wayne.

Taking his turn at the podium, Beltz announced the trophy winners for the GE table tennis, women's volleyball, tennis, trap & skeet, flag football and women's softball leagues. Fischbach read the winners of the GE basketball, men's volleyball and men's softball trophies. GE Club bowling trophy winners, by far the most extensive list that evening, were announced by bowling chairman Casey Keister.



ALL SMILES over the latest addition to his trophy collection at home, Paul Perry, left, an avid GE Club bowler, has his own special line-up with 34 trophies to his credit. He retired in 1970 as a designer from the Specialty Transformer Business Dept.

# Employee's son battles blindness; GE insurance covers \$13,285

Don Hart is an active 22-yearold man who bowls, swims and plays the guitar. In his more leisurely moments he enjoys watching television and reading. Since the age of eight, he's been

practically blind.

Living with his parents on their South Whitley farm, Don has learned that determination and courage to overcome his sight handicap were not attributes he could acquire completely by himself. He has a family behind him willing to do whatever is necessary and possible to help. Through his father Ken, a punch press operator in the Specialty Transformer Business Dept., he also has the General Electric Insurance Plan to back up his fight in the costly battle against blindness.

"When you have one of the finest eye surgeons in the country working to help you, it can be very expensive if you're without a good family insurance plan,"

Ken Hart notes. The second-shift \$13,285 of Don Hart's expenses! STBD employee has been with General Electric 35 years, but his greatest use of GE insurance Ras been since 1973.

"When Don contracted this rare eye disease 14 years ago the doctors said they couldn't do anything until his eyes reached maturity," Ken explains. Undergoing his first operation in October, 1973, and two others last year in February and July, Don now uses a pair of eyeglasses with specially-ground lenses which enable him to partially see. The eye surgeon on the case is located in Philadelphia, Pa., and Ken uses vacation time and personal days to accompany his son to the clinic.

"A recent tally of medical expenses for surgery, hospital room and board, medication and diagnostic check-ups showed a bill totaling \$13,403. Of that total, the GE Insurance Plan has paid

And the bills won't end there. Ken will be taking his son back to Philadelphia next month for still another major eye operation. Grateful for the medical coverage to date/Ken is one of the few employees here who has written a letter of thanks in care of the Fort Wayne GE insurance office.

Including Don, the Harts have five children. Because the personal financial drain of high medical costs incurred over the

past few years was avoided with the help of the GE Insurance Plan, every member of the family actually benefitted. "I think we're all lucky to have that kind of medical protection working for us," Ken concludes.



June 20, 1975

A 'fiend' for flea markets

See Page 4

# Electric car in local shopping area; GPM motor underneath got it there

at Fort Wayne's Southtown Mall complex last week got their first look at the Sebring-Vanguard CitiCar — "the first licensable electric passenger vehicle in America," according to advertising literature.

If there were any employees from the General Purpose Motor Dept. at Broadway who happened to be among the crowd of CitiCar admirers, chances are they shared a certain feeling of pride with the vehicle's manufacturer. GPM employees here build the heavy-duty "JB" 3.5 horsepower series wound motors which power these unique twopassenger cars.

Providing a clean, quiet,

Thousands of people shopping inexpensive way to meet most driving needs, Sebring-Vanguard describes its new electric vehicle as "tomorrow's transportation here today!"

> It has no gears to shift and only three controls — an accelerator pedal to go, a brake pedal to stop and a switch for reverse. Instead of costly gasoline and oil, CitiCar operates on electric power. To "fill 'er up" the owner plugs it into a standard household electrical outlet overnight. In the morning its ready to be driven up to 50 miles at a cruising speed of 38 miles per hour (SV-48 model). Recharging fully discharged batteries with the built-in 110 volt charger costs the car's owner about a penny a mile.

- Aside from charging the batteries and occasionally checking their water level, the only other main maintenance chore is to check the lubrication in the transaxle about every two months. The CitiCar's impactresistant body is rust and corrosion proof and needs little attention other than an occasional washing.

As the nation's needs and consumer demands continue to change, electric vehicles may well become standard additions to the American way of life. Undoubtedly, the market will grow. And as it does, the men and women in the General Purpose Motor Dept. here are in a good position to share in its success.



MEDICAL EXPENSES TOTALING \$13,403 to date for eye surgery, nospital bills, diagnostic check-ups and medication for Ken Hart's son could have thrown Ken's family of five children into serious financial problems. Fortunately, the GE Insurance Plan is helping out, and has paid \$13,285 of those medical costs. On his job as a second shift punch press operator in Specialty Transformer, Ken says, "I think we're all lucky to have that kind of medical protection working for us."

#### Claims top million mark

## Insurance Plan costs hit high of over \$250 million in '74

Think about \$253 million more than a quarter of a billion dollars!

That was the cost of the General Electric Insurance Plan in 1974. Employees received \$21 million more in benefits than in any previous year, and the Insurance Plan paid 135,000 more claims than ever before, with more than one million claims handled during the year.

But those weren't the only reasons for the high benefits total. "All of us are fortunate that our kind of plan protects us so well against the rising cost of medical treatment," says C.S. Tsorvas, insurance plan consultant in GE's headquarters.

"It's not a fixed fee-plan — the kind many companies offer their employees," he continues. "Instead, our comprehensive type plan pays a substantial percentage — 100 percent in some categories — of covered medical expenses. Thus, as medical costs rise, the benefits provided by the Insurance Plan also rise.

"More than that," Tsorvas adds, "the weekly sickness and accident income feature provides automatic upward adjustment in benefits as pay increases — up to a maximum benefit of \$150 a week. This helps meet living expenses during illness. And of course, the life insurance and accidental death or dismem-

Please Turn to Page 2



A MOTOR MADE HERE MAKES IT GO! The new Sebring-Vanguard electric CitiCar on display last week at Southtown Mall drew quite a bit of interest. Described as "tomorrow's transportation here today" by the manufacturer, this unique vehicle is powered by a heavy-duty "JB" 3.5 horsepower motor built here by the men and women in the General Purpose Motor Dept. at Broadway. During a lunchtime visit to the shopping center, GPM Broadway employees from left, Dick Baumbauer, plant manager; Bob Susdorf, engineering manager; and Linda Barnes, secretary, got a first-hand look at this application for the department's motors. The car was being shown at Southtown Mall by Evans Motors, 3505 Brooklyn Ave., the sole authorized CitiCar distributor in Fort Wayne.



by Steve Heckman

Well, it looks like the monsoon season is upon us. Last Monday and Wednesday games were postponed because of rain, and the Wednesday night games this week were also cancelled.

So, teams aren't getting much practice. But this is what happened Monday night:

Dick & Bill's creamed the Short Circuits 24-4 and then squeaked by Finance 11-0 to capture both ends of their double-header.

The Easy Riders split their twin bill by being downed by the Super Stars 7-4 and then shutting out Area Services 8-0.

So far the league standings are as follows: Dick & Bill's 4-0; Super Stars, 2-1; Finance, 2-2; Easy Rider, 2-2; Area Services, 1-3; and Short Circuits, 0-3.

Continued from Page 3

Continued from Page 3
GARAGE sale, 5-family, June 20 & 21, 9-6. 2030 W. Dupont Rd.
GAS incinerator. Storm windows & screens. 743 8474.
GARAGE door, 6'6'' x 9', fib. glass, all parts, sm. damg. 744-2938.
GOLF clubs; full set woods & irons plus bag, \$80. 747-0774.
'61 VAN, Econoline, good eng., body has some rust, \$100. 489-3295.
REDUCING belt machine. 425-8124.
SPACES (4), Greenlawn Memorial, on Avenue of Flags. 10-0475.
SILVER forks & set & odd pcs. Quilts, blankets. 748-8791.
COMBINE, Allis Chalmers, \$75. 485-8889.

PUPPIES, AKC Collie, sable & white. 723-4311.

MOB. home, 2737 W. Wash. Ctr. Rd., pool, clubhouse. 489-3020 before 2.

MED. cabinet, Its., bath lav. comb., al. windows, dbl. sink. 485-9258.

HOSPITAL bed. 456-3115.

BEAUTY shop equipmt. & supplies, sold as unit. 639-6129.

GAR. sale, all good merchandise, 4029 Euclid Ave.

'68 OLDS 98, full power, AC, good cond., \$895. 447-4460.

SINGLE bed springs, mattress. 432-5991.

WASHER, dryer, avocado, \$175, 429-

WASHER, dryer, avocado, \$175, 429-8572.

MERSMAN table, 2 end tables, occas. table, ottoman. 483-8415.

'63 OLDS Cutlass, rebuilt. 456-2688.
'66 VW, mech. good, engine, rebuilt, make offer. 440-2191.

AUTO air conditioner. '70-'73 Plymouth Duster. 638-4192.

FIREPLACE, elec., gold sofa, qn. sz. bed, matt., hdbrd. 489-3390.

GARAGE sale, June 20, 21, 22, 1013 Buckingham.

SOFA, beige, vinyl, ideal for lake cottage; \$35. 627-3929 Spncrvl.

JFD FM antenna, half off regular price. 747-7170.

LOTS (2) in Lindenwood, good location. 489-5257.

TENNIS racket, new, Slazenger, steel, w-bag. 442-4033.

Living with the past

# Hobbyist has home filled with history

"I love antiquity and I'm a fiend for flea markets," says Paul Christlieb. "If I had all the stuff that everyone's 'grandma threw away' I could build my own Freedom Train."

When his General Electric work day ends and he leaves his job as an offset printer in the graphic reproduction unit of the Specialty Motor Dept., Paul travels back in time to a lifestyle filled by his hobby of antiques.

"There's so much beauty hidden under some of the old stuff you can find," he says. "But antiquing and restoring old furniture, for example, can become a disease — once the bug bites you, the hobby just keeps growing and growing.

**Keeps Past Alive** 

In Paul's case, the hobby has grown to include even a home built in 1867. He and his wife Sharon, a welder in the General Purpose Motor Dept. at Taylor Street, have completely renovated the Civil War structure, turning its original five bedrooms into four and adding a fireplace in the kitchen to help reduce heating costs.

"When we bought the house seven years ago it had no heat, lights or water. I use the barn built in 1860 to store some of my antiques and made a workshop (which Sharon calls his 'playhouse') out of the old hog house built in 1862," Paul notes. "It's one of the old, old homesteads in this part of the country. The brick used to build it was cast right in our yard, and we have pictures of some of the old pine trees on the property that were big even back in the 1880s."

Paul and his son Layne, a junior in high school, farm the 96 acres of land around the house, and also raise and butcher some livestock for the family's needs. **Antique Showplace** 

But the fascinating house and acres of land really only serve as a showplace for Paul's "collectables" — primarily Midwest primitive furniture and





IVING WITH THE PAST AND LIKING IT, Paul Christlieb and his wife Sharon, both employees at GE, enjoy their 1867 home filled with fascinating antiques. "There's so much beauty hidden under some of the old stuff you can find," Paul says. His lifetime hobby is in discovering that beauty by restoring Midwest primitive furniture and hunting for additions to his collection of pattern glassware.

pattern glassware.

Recalling some of his more interesting finds, the SMD hobbyist describes a dry sink eight feet tall, five feet long and two-and-a-half feet deep. "When we bought it the bottom was rotted out, but after a little rework it's now a valuable piece of furniture to an antique collector," he says. He also points with pride to a walnut lap desk which sports a springloaded clip to hold paper and an arm rest "that makes it real comfortable for writing. It has its own ink well and powder container for drying the ink, and even has built-in compartments to store 14-inch sheets of paper and quill pens. I'd guess it was built around the Thomas Jefferson era," he adds.

He's fond, too, of a wall shelf which displays a wide array of antique toothpick holders. "You'd be surprised at the value of those small things," he says. "I don't own the most expensive

'71 **HONDA** XL 175, good cond., \$500. 749-1229.

MAN from U.N.C.L.E. paperback collection, best offer. 747-3940.

WANTED

FRONT loader for AC tractor. 244-3470 Col. City.

DAWN Sayelle yarn, 2 skeins, A-Brown disc. 637-5761.

BABYSITTING, my home, small child, fenced yard, SW. 747-4038.

PAINTER for storm windows. 456-5344

ones, but some can be worth as just by taking a quick look at much as \$3,000!"

Most of the Christliebs' home is decorated with walnut, cherry and some oak antique furniture. As "new" antiques come and go, Paul estimates that he and his wife have completely changed the interior appearance of their home at least five times in the 23 years they've been married.

**Interesting People** 

Over the years, Paul has become an expert in his own right, and today can pinpoint the date most antique furniture and pattern glassware were made the rest of his life.

their basic construction and design. He's not alone in this hobby, of course, and readily admits that "half the fun of it is in meeting people at flea markets and auctions with similar interests."

Nostalgia (pardon the pun) is nothing new to Paul. And as the country is presently being swept up by historic reminders of its past, it might be said that this employee has been ahead of the times by being behind them with a hobby he'll continue to enjoy

### 'Spare time' stories search begins with your suggestion

There are many off-the-job interests enjoyed by General Electric men and women in Fort Wayne. If you (or employees you know) are involved in a particularly interesting or unusual hobby, or if those "spare time" moments include some type of volunteer work in the community, the GE News would like to

If you think your subject would make interesting reading for other employees, just complete the form printed below, put it in an envelope and send it to SPARE TIME, GE NEWS.

We'll get in touch with you or the person whose name is on the form. If you have several people in mind for these types of feature articles, just write the information on a piece of paper.

It's an objective of the GE News to be a newspaper about people as well as about the business. Your inputs will help

| NAME OF PERSON TO BE FEATURED                           |
|---|
| JOB TITLE   |
| DEPARTMENT & LOCATION                                   |
| SHIFT GE EXTENSION NO                                   |
| BRIEF DESCRIPTION OF HOBBY, COMMUNITY INVOLVEMENT, ETC. |
|   |
|   |
|   |
|   |
|   |

GENERAL LOCALITY IN WHICH PERSON PURSUES INTEREST

SUBMITTED BY

WINDOW fans (2), good cond., \$10 ea.

484-6327.

COLOR TV, bad picture tube, make offer. 432-9871.

'74 FREEZER, 20', upright, used 6 mos. 632-4869 Wdbrn.

BEAGLE, male, 3 yrs. old, good hunter, \$50. 745-9765 aft. 4.

'72 OLDS Vistacruiser, air, good shape, \$2600. 489-5649.

WALNUT drop-leaf dining table, 3 ctr. leaves, \$75. 743-1392.

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5344.
CHROME or slot wheels for Dodge to fit F78-14 tire. 745-1645.
BABYSIT, days, 1 blk. Luth. Hosp., hot meal, fn. yard. 745-2764.
PORCH swing, wooden, good cond., reas. 744-9479.
APT. stove, elec., lg. refrig. 433-6864 p.m. p.m. WILL paint outside houses, garages, PARTS for 305 Honda, any condition, for rebuild. 637-3482 Hnfrtn. WIGS & hairpieces wash, set, & style, \$5 & \$3.50. 485-2149. FOR RENT HOUSE, unfurn., gar., fen. yd., basmt., carpt., adults, no pets. 432-3445. FREE PUPS, Collie & Shep. 723-5593 S. Whitley.
SMALL dog, mixed, smart. 447-6569.
PUP, fem., Collie, friendly, good watchdog, 3 mos. 489-3864.
DOG, Beagle-Terrier, loves children. 747-4304.
PUPS, 2½ mos., fem., to good home, needs love. 638-4275 aft. 5.



make me, nothing more. I am your belief in yourself, your dream of what People may become . . . I am the day's work of the weakest man, and the largest dream of the most daring . . . I am the clutch of an idea, and the reasoned purpose of resolution. I am no more than you believe me to be and I am all that you believe I can be. I am whatever you make me, nothing more." 'I am not the flag; not at all. I am but its shadow. I am whatever you

-FRANKLIN K. LANE, "Makers of the Flag"

#### As flag is flying

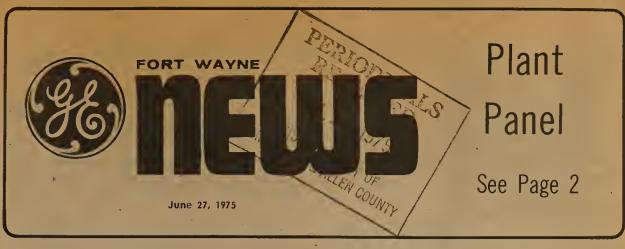
# Take time to observe, enjoy coming holiday

Employees planning to fly "Old Glory" at home July 4 may not be raising flags as large as the one being held in the above photo by plant protection officers Gail Page and Roger Johnson. But whether the stars and stripes wave from the commemorative flag pole in the front of Bldg. 19 at GE or from a flag pole on the front lawn of someone's house, the meaning of Independence Day and pride shared in being Americans will be the same everywhere.

The Fourth will also mark the fourth paid holiday of the year for GE people here, and Fort Wayne General Electric operations will, in general, be closed that day.

As the three-day holiday weekend approaches, many employees are making plans to travel, get together with their families, or just relax. For those staying home next weekend, there's also the opening ceremony excitement and "Good Times '75" parade which kick off this year's Three Rivers Festival on Saturday, July 5.

Because next week is a short one, today's issue of the GE News will be the last before the Independence Day holiday observance. The next regular issue of the paper will be Friday, July 11.



Harbour tells exempt employees

# STBD objectives to match priorities of today's changing business climates

Exempt employees from the Specialty Transformer Business Dept. met at the Lantern Restaurant June 16 to hear general manger Don Harbour review the many volatile changes experienced by the business over the past year.

His confirmation that the department's orders, sales and net income were all down considerably from the first half of 1974 came as no surprise to the more than 200 men and women at the meeting. Late last year, Harbour announced that the business would be entering "a survival mode" in 1975 and forecast a need for severe cuts in costs and expenses.

While last week's exempt assembly knew it was still too early for the department general manager to label the downturn as history, they were anxious to hear where he would say the present state of the business was headed. Harbour first explained "what happened" and "why" in the past, then outlined the major challenges and concerns for STBD in the future.

"After more than two decades of growth and prosperity, U.S. managers in industry and business are now thinking small. They're tightening up organizational lines, drastically recasting marginal operations and axing others outright," Harbour began. "A business must show a preference for what it can do best. Each business has to decide what its cup of tea is



AFTER A PERIOD OF GROWTH, like many other industries, the Specialty Transformer Business Dept, is going through "contraction and selectivity efforts," according to general manager Don Harbour, right. In a meeting with exempt employees at the Lantern Restaurant last week, he reviewed the challenges which STBD faced last year and outlined the business climate and objectives for the future.

and what it's good at. The days of diversification and fragmentation are gone. What counts now is efficiency and productivity.

"There are some who have the idea we can sit still until this recession thing blows over and everything will be okay again. That's a bunch of nonsense," he continued. "For the next generation, we're likely to see conditions that include inflation, slackened consumer demand, a scarcity of resources, particularly money for improvements, and possibly, instability.'

#### **Holds True for STBD**

The department general manager acknowledged that these opinions were mostly those of business experts presented in recent magazine, and newspaper articles, but noted, "I happen to agree with them because we're going through the same contraction and selectivity efforts at STBD after a period of growth."

The past increases in STBD sales and net income "masked the problems of the business," he said. "We were preoccupied with growth in sales when we should have been heavily focused on internal improvements. Also, material cost inflation hurt us in 1974, not completely offset by selling price increases. Now, looking at this year, we see a significant drop in physical

"Our sales programs are geared to get our maximum share of whatever the market is. However, the risk is that the continue in the doldrums throughout the year and not turn up until next year," he added. Uncertainty, Challenge

Standard control and power transformers for industrial and commercial construction are the largest part of STBD's sales, according to the general manager. "We're not losing share; it's the size of the market that's down," he said. "These transformer products are the major income producers for the department, and practically all our future programs must be related to improving their costs."

The department also makes a variety of special products. "The thrust in this area," Harbour said, "is to standardize and simplify the products in every way possible and make them as compatible as possible with the more standard transformer

Harbour complimented employees for their work in reducing inventory levels to help meet cash flow requirements."These efforts are really appreciated because cash performance has become as important as income performance," he noted.

A review of the department's contribution margin dollars, base costs, customer requirements and changes in the hourly and salaried workforce concluded the formal part of the meeting. The STBD general manager ended his talk with extemporaneous comments and personal observations about internal business conditions and market for our products will exempt employee concerns.

The photograph on the right fork lift truck slipped between the cargo area of a larger truck and a loading platform. The accident occurred only because the wheels of the incoming truck were not properly secured, or "chocked", before the fork lift operator began transferring the shipment onto the GE

Fortunately, the operator wasn't hurt. But carelessness and misuse of these industrial vehicles have caused injuries in the past. There are safety rules which every employee should know. Read them on Page 3 of today's GE News.





# **Plant Panel**

Employees Answer Today's Question

On Independence Day this country will be just one year away from celebrating a bi-centennial anniversary. Since its beginning in 1776, the United States has grown to become one of the world's leading industrial nations. In recent years, though, our economy and industrial community have faced dramatic challenges. How do you think things will look a year from now?



CAROLYN BARNES

#### "We've been down before;" will go up again

CAROLYN BARNES Hand Lacer Hermetic Motor

"It would be hard to say what I think things will be like a year from now, when our political leaders can't tell us. But good things are around the corner for

"We saw bad times. We are doing jobs we don't care too much for, but they are jobs. Most of all it's our independence. We saw wars, peace and prosperity; they

all had to be fought for.

"Let's all do our best at home, work or wherever. It took 200 years to get where we are now. We've been down before and come right back and done better.

"I hope we all fly our flags, get to know people around us and help make things even better this year than ever before. We are living in the best country in the world with the best people and the best industry. Let's be very proud it belongs to all."

presently unemployed, but also

those newly entering the working

force. Result: a more stable but

continued high unemployment

"In spite of all this, hopefully

the economy will be experiencing

a gradual upturn with more auto

sales of smaller cars to com-

pensate for increased gas prices,

more building construction which

directly affects our company,

and the favorable-effect of more

relaxed spending that will not

only boost our economy, but our

public morale as well. By mid-

## Drastic changes needed for 'upward trend'

PONDO VLASHEFF New & sample motor audit General Purpose Motor - sect. 14

"I'm not sure how things are really going to look a year from now. Every day you hear someone talking about how their utilities bills are going up for electricity, water and even the telephone. It will probably be nothing in the near future for people to have an average \$50 to

"I keep an account from year to year, and some utilities in the summer months for example would be on a low scale of maybe \$15 or \$20. But now it's more like

"President Ford's speech recently made the statement that the country has hit bottom and we're on an upward trend. From all the indications I've seen I'd like to know where that trend is. It seems we're going down from

"The electrical industry seems

to be on a decline rather than on' an upward trend. To say a year from now that things would be better would mean that things would have to change drastically. Maybe Mr. Ford's idea to create 830,000 jobs would help, and maybe housing would go on the increase and the electrical industry would begin climbing again. But if things are going to be better next year, they better start happening now."



PONDO VLASHEFF

#### Individual contribution will make '76 'great'

EARL STAUFFER Application Specialist Specialty Motor - Broadway



"Like 1776, 1976 will be a building year. This will be the time for soul-searching in every American heart as to individual

"A willingness to take an extra step, an extra look, an extra thought to our country, our home and our job will make the contribution worthwhile.

"Most of all we must be willing to thank God for the 1776ers whose contributions made it possible for all of us to be Americans. 1976 will be a great

# Two years of GE study

and Edward Schwartz, General Purpose Motor Dept. here; James Hoppel and C. Levon Schnepp, Technical Resources Operation; and Larry Till, General Purpose Motor in

program consisting of 15 courses.

once a week after working hours. Two courses are taken concurrently throughout the academic year.

The general objective of the program of Manufacturing Studies is to further the development of General Electric employees - not only to help them perform better in their present jobs, but to prepare them to be more effective in their future positions of responsibility in the manufacturing function, either as individual contributors or as managers.

#### end in June graduation Five area GE men have Each course meets for two hours completed the Manufacturing Studies course. James Burton

Decatur, received graduation certificates this month. The basic Manufacturing Studies curriculum can be described as "manufacturing management and industrial engineering." It is a two-year

FIVE GLAD GRADS. Completing a two-year, 15-course curriculum, from left, Ed Schwartz, C. Lee Schnepp, Larry Till, James Burton and James Hoppel became Manufacturing Studies graduates this month. At right is Frans Bax, Advanced Manufacturing Development Operation manager, TRO, who has overall responsibility for the program.

#### Economic progress can be evaluated in '76; still many concerns placing not only those individuals

GLORIA SMITH Secretary Components Sales

"Cautious optimism describes my outlook for the year 1976. Conditions improved but not near the pre-September '74 period.

"During the past year we've seen the bottom fall out without any noticeable warning to the average individual. We've seen people previously relatively secure in their jobs transferred or dismissed entirely because of lack-of-work situations, not only within our company, but in all industries.

''During this time, we've heard 🧖 optimistic forecasts of an economic upswing starting in the second or third quarter of '75. We've seen various rebate programs implemented in an effort to stimulate the sluggish economy, and we've passed legislation to ease the economic disaster.



GLORIA SMITH

"By mid-1976 we will better be able to evaluate our progress. The continued struggle with the various shortages will be reflected in the increased prices the consumer will pay for every item from clothing to gasoline.

"The job market, only slightly improved, will be faced with

1976 our nation will be caught up in the spirit of its bi-centennial anniversary, and well it should. We have always risen to meet challenges at home and abroad. 1976 will be no exception." Result: a higher cost of living.



#### Taking charge at the Club

ELECTED BY EMPLOYEES to serve as 1975-76 officers of GE Club are from left, Carl Metker, Specialty Motor, secretary; Glenn Seabold, General Purpose Motor, president; Darlene Heare, SMD, second vice president; Carl Brandt, GPM, director; and Paul Beltz, Specialty Transformer; first vice president. These individuals were voted into office by ballots distributed with paychecks in mid-June to all employees here and cast by more than 1,400 GE people. The five will officially assume their new terms of office on July 1.

### It's race time! Four GE men prepare a bed

The Three Rivers Festival -'Good Times '75'' — begins July 5 and features continuous entertainment through July 13.

Four employees here who don't intend to be caught napping during the festivities are Larry King and Jim Whitt, Specialty Motor Dept.; James Moore, Components Sales Dept.; and Al Mullins, Specialty Transformer Business Dept. They're planning to roll to the finish in the annual "Bed Race" down Main Street between Calhoun and Harrison. Employees can determine for themselves whether or not their entry will be a sleeper on July 10 at 6 p.m.

The Three Rivers Festival is designed to create a celebration that involves the community, provides wholesome entertainment, and inspires pride in the city and state. Don't miss it!

# Follow safety rules; don't follow these examples

There are rules of the road drivers must follow when they're in their cars. Why shouldn't there be a set of rules for employees who operate or work around industrial trucks at GE?

There are! But the problem with rules is that people forget or disregard them, says Don Bahde, Area Services safety specialist.

Hopefully, the driver of an automobile who doesn't follow the rules will get a ticket before he hurts himself or someone else. This warning generally makes him a little more cautious the next time he's behind the wheel.

Unfortunately, supervisors, safety and plant protection personnel at GE can't spend every minute of their day "policing" industrial truck operations. When they do spot a violation of the rules, of course, they should do something about it.

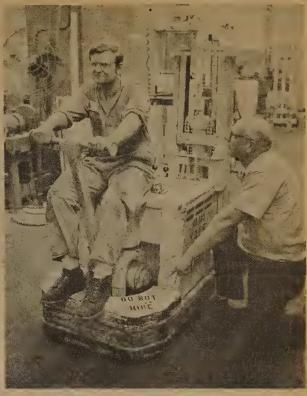
But it's the violations they hear about and never get to see that are the most frightening. Usually, these are the kinds that have resulted in an accident or employee injury.

The responsibility for industrial truck safety, then, rests in the hands of the authorized operator. All employees should know the rules they must follow, since anyone working in an area near these trucks could become a victim of an accident.

A pamphlet — "Safety Rules for Industrial Truck Operators" – is issued to each individual authorized to use these vehicles at General Electric. Two employees here particularly concerned about strict adherence to these rules are Don Lockwood, group leader, and Jack Schoeff, truck mechanic. These Area Services men are industrial truck instructors at Taylor Street. They make a practice to emphasize safety in their "how-to" instructions to drivers. In the photos on this page, they demonstrate the WRONG operation of riding and walking fork lift trucks. It's with these vehicles that some of the most serious injuries occur.

THESE PICTURES DEMONSTRATE FORK LIFT SAFETY **VIOLATIONS. PRACTICES LIKE THESE SPELL DANGER, AND COULD END IN DISASTER FOR SOMEONE YOU KNOW!** 





DEMONSTRATING BAD EXAMPLES. Area Services industrial truck instructors Jack Schoeff, truck mechanic and Don Lockwood, group leader, show how some employees deliberately violate safety rules by riding on driveroperated and walking fork lift trucks clearly marked with "NO RIDERS" and "DO NOT RIDE" warnings. In photo
at left, in addition to breaking the work rule about carrying passengers, driver Jack Schoeff is practicing still
another dangerous habit by backing up as his left leg dangles over the side of the truck. At right, Don Lockwood is
seated where he shouldn't be. The proper use of walking fork lifts requires the operator to walk behind the vehicle
facing the direction in which he's transporting material. Steering the fork lift by the power handle, he's also required
to keep the forks in their lowest position whether he's carrying a full load or no load at all, moving or stopped to keep the forks in their lowest position whether he's carrying a full load or no load at all, moving or stopped.



LICENSE TO KILL? Fork lift truck operators are required to stop at all "blind" intersections. In this demonstration of dangerous industrial truck operating practices, driver Jack Schoeff is on his way to being responsible for an accident that could prove fatal to unsuspecting Don Lockwood at left. This example of safety violations also points up the reason why forks are required to be in the "down" position at all times, even if no cargo is being transported or



INJURIES CAN HAPPEN QUICKLY when an employee decides to disregard safety rules and hitch a "convenient" ride on the forks of one of the industrial vehicles operating in and around General Electric buildings here. It's easy to slip off, and even easier to be run over by this heavy piece of equipment if the unauthorized rider falls between the forks. There are many rules to remember and follow when operating and working near these useful industrial vehicles. Play it safe — keep those

## Nothing wrong with this photo



operation are displayed on a giant sign in Specialty Motor's Bldg. 32 warehouse. The responsibility of industrial truck operators is more than just moving material from one place to the other. They've got to move it there safely.

#### Rules to live by:

# Industrial truck safety is everyone's concern

- 1. Only an authorized operator is permitted to operate a truck.
- 2. The operator is at all times in charge of the truck load and is responsible for its proper and safe operation.
- 3. Before using a truck, make sure that brakes and other equipment are in safe working order.
- 4. Always face direction of travel when possible.
- 5. Load should precede operator when entering an elevator.
- 6. Load shall not exceed rated capacity of truck.
- 7. When a load is unavoidably too high, precede the load, if possible. All such loads should be moved with extreme caution and at slow
- 8. Carry load as low as possible.
- 9. A load shall not be transported unless properly secured.
- 10. Keep fork in lowest possible position, whether empty or loaded, moving or standing.
- 11. Overloaded or other unsafe platforms or trailers should not be accepted. Driver is responsible for load after accepting it.
- 12. Only authorized persons shall be permitted to ride a truck, tractor, or trailer as passengers.
- 13. Passengers positively shall not be carried on fork at any time.
- 14. Gas cylinders may be transported only in accordance with cylinder rack in upright position.
- 15. Trucks shall not be operated in excess of speed regulations posted for various zones.
- 16. Sound horn only when absolutely necessary.
- 17. Obey all traffic signs, signals, and industrial signs.
- 18. Truck, tractor, or trailer shall not be parked so as to obstruct aisles, loading platforms, or doorways.
- 19. Report unsafe trailer equipment to your supervisor at once. Such equipment shall be repaired before using.
- 20. Riding on hand operated trucks is prohibited, except where trucks are equipped with approved leg guards.
- 21. Stop at all "blind" intersections.
- 22. Do not load with fork-type truck any trucks, trailers, or tractors until wheels on these vehicles are securely chocked



Vol. 57 No. 24

about the people who help make the world's most dependable compenents

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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer





### Tappan gets close-up of Specialty Motor

DURING A VISIT TO TAYLOR STREET, personnel from Tappan Air Conditioning Division, a customer of Specialty Motor, got a first-hand look at the factory in which the components for their products are made. Above left, Larry Maiher, a buyer for Tappan, closely examines a sample of the work done by SMD employees as Components Sales Dept. sales engineer Bill Balhorn, Cleveland office, looks on. On tour at right, Dave Morrison, Tappan material planning supervisor, left; Maiher; SMD Taylor Street plant superintendent John Lary, and Martha Essex, who insulates and applies sequence tapes, discuss a particular manufacturing procedure.



#### "Spirit of 76" AM Miniature Portable Radio

• 2½" dynamic speaker. • Easy direct dial tuning. • Automatic volume control. • High-impact plastic case. • Carrying thong. . Battery saver circuit. Built-in ferrite rod antenna. • Operates on 9-volt battery (included). • With earphone and earphone jack for personal listening. • Solid state design for instant sound.

§5.19



#### REMINISCENCE **EARLY AMERICAN** KITCHEN CLOCK DESIGN

- Old school room clock shape
- Easy to read dial
- Gold color scroll work on attractive brown case

2128 <sup>3</sup>8.85





by Steve Heckman

Well, this week the rain stayed away and we completed the full week's schedule.

Monday night Dick & Bill's didn't show up for their double header, so the Easy Riders and Super Stars both picked up a forfeit victory. The Short Circuits (starting to improve) dropped both games of their double header — the first to Area Services, 14-5; and the second in a close one to Finance, 15-11. On Wednesday, the Super Stars split their twin bill by first stomping Area Services 7-1 and then losing a close one to Easy Riders 11-9.

The unofficial league standings are: Dick & Bill's, 4-2; Easy Riders, 4-2; Super Stars, 4-2; Finance, 3-2; Area Services, 2-4, and Short Circuits, 0-5.

Note: Check with your team managers for the remaining game schedules and rain dates.

## Top team scores 61 in tourney

Here are the results of the GE Supervisors Club second annual Florida Golf Scramble held June 21:

The winning team shot a blistering 61 with seven birdies on the back nine of Havenhurst. Trophies were awarded to Dave Gerardot, Bob King, Ron Cox, and Wilmer Gerardot.

Closest-to-the-hole awards were won on No. 5 by John Elliott and on No. 17 by Skeets Lahrman. Attendance prizes went to Bruce Snyder, Bill Fenoglio, John Lary, and Ed Hagadorn.



The Auf Gufens lead the women's league by five points. The Taylor Street League's south division is led by Team 7; north division by Team 13.'In the June 12 match G. Cole had two birds, F. Houser had one. Their June 19 match was out-o-sight. Marks shot a 37 (with three birds), Zwick shot a 38, and Cole and Putnam each one and Steve Zwick had an eagle on No. 6!

The Tuesday Foster Park league's Team 4 is still in front. The teams have been in the same position since the second match. Birds were scored by Ed Edwards and Dick Wells. Team 1 leads the Winter Street league after game seven, with Fisher scoring one birdie.,

The Monday Brookwood league's Highballs are number one. Warren Wickliffe and John Elliott each shot 39s. John Elliot and Vance Fenimore each recorded one bird; Tony Wickman and Pete Gorrell had two. Team 5 leads the FMP league by 7.5 points. D. Bell's 37 is low, followed by M. Topp with 39. Birdies were scored by M. Topp, C. Saroff, M. Rumple, D. Bell (three), T. Bashelier and T.

Roy Brokaw shot 38s in the last two matches. He had two birds in one match and one in the other. Jim Vrooman also shot 38 with one bird. Larry Shindeldecker and Duane Karnes each made birds in the June 18 match. Team 2 is leading this league.

There will not be a paper July 3, so if you do anything good between now and the Fourth, it will be in the paper July 11.

Please don't forget to call Gary Sykes, Ext. 3310, to make your reservation for the July 19 tournament. There's a lot of work involved after everyone is listed to play. So help Gary out and call early.

# Three employees here note 40 years service



RAYMOND BELSCHNER
General Purpose Motor



ROBERT STOUT
Technical Resources



Join in a march

for values at the

**Employee Store!** 

#### RIDE WANTED

NO. ALLEN Co. Line Rd., 327 to Bdwy., 1st shift. 637-3077 Hntrtn. **RIDERS WANTED** 

### SWAP rides, Wolf Lake to Taylor or Bdwy., 2nd. 457-2736 Syracuse.

'75 MOTOR, 6 h.p., Johnson, used once, \$399. 432-2414.

SOFA & chair. Stove, self-clean. oven, elec. 447-1142.

CHEST of drawers. Rabbits & pens. 447-2867. **HOUSEHOLD** items (35), make nice gifts, 10c-\$10. 485-6523.

AIR conditioner, 5,000 BTU, new, \$100. 627-2665 Grbl.

TYPEWRITER, Royal standard, ex. cond. 432-0429.

MINIBIKE, 3.5 h.p., like new, \$85. 484-3917.

TRUCK camper, 10', self-cont., \$800. 747-3969.

GOLF clubs, full set, Clubster cart, \$80. 447-9777.

STEREO, 4-spd., cabinet, record player, \$50 cash. 489-4862.

☐ For Sale \* ☐ Rīde Wanted \*ADLETS □ Wanted ☐ Riders Wanted ☐ For Rent \* Lost GE NEWS BLDG. 18-3 ☐ Free ALL ADS MUST BE PRINTED Found Ads must be received only on this form by noon Monday for publication

Friday. Submit only one per issue, using one letter or number per box on form; don't include spaces. Print phone number only on line indicated. Property advertised must be available without regard to race, creed, national origin or sex.

Name\_ \_\_\_ Bldg. Home Address\_\_\_\_ \_\_\_\_\_ Pay No,\_\_\_ \_GE Ext \_

\* The item(s) referred to in this ad is are in no way connected with any

'69 CHRYS., pwr., AM-FM, air, rear defog., mtd. snows. 485-0225. TV, GE 23" color. Grandfather clock-

'71 HONDA 750, good shape. 422-6559

'72 HONDA 350 CBm ex. cond. 749-MOVING sale, 1318 Clayton, June 27

& 28, 9 to 4.

'74 KAWASAKI, 125 cc, 6-spd., helmet, 1500 mi., \$550. 485-7622.

GARAGE sale, Thurs., Fri., Sat.,

GARAGE sale, Thurs., Fri., Sat.,
4415 Austin.
CAP for pickup truck, alum., selfsupporting. 432-5037.
'68 BUICK, \$450. 627-2331.
'72 PLY. Duster, auto. shift, stl.
belted tires. 432-4247.
HANDMOWER, fish bag, space
saver, 2 rods, 1 reel. 1320 Capitol.
JOINTER-planer, 6.25", complete,
like new. 637-6682.
GARAGE SALE, June 26, 27, 28. 2312
Opechee Way.
GO-KART, racing, 101 engine, ex.
cond., gas. 925-4153 Auburn.
REFRIGERATOR, good cond., \$50.
745-5587.

745-558/.
ACCORDIAN, Titano, 7 switch, like new, 447-6713.
LAKE lot, W'wsee area, subdivision, 100 x 60, \$2200. 489-5408.
PUPPIES, AKC Doberman Pinscher, male. 432-3447.

DOGHOUSE, large, \$25. 743-0723.

NEW Yamaha, FG-106 E classical guitar, w-case, reas. 456-2931. TENT, Ig., w-floor, sleeps 8, cheap. 747-5487.

72 BUICK 225, PS, PB, air, 81,000 mi., best offer. 744-6300.
 70 HONDA 750, lots of chrome, custome bike, cheap. 489-5649.

HEATPAL solox alcohol, for camper or tent, \$7. 485-6273.

BDSPRD., tw., 2 grn., 1 brn. Thermal blankt., linens. 483-8415.
GE floor scrubber-polisher. 432-5991.
REFINISHED tables. Old 78 records; also misc. 745-1588.
POODLE, reg., 2 yrs. old, silver, female, housebroken. 356-5703.
DISHWASHER, 5 yrs. old, make us an offer. 747-9466.
OAK drop leaf table, oval, painted, \$50. 484-6327.
OlL furnace, 72,800 BTU, complete w-controls. 749-4485.
PONY, part Palomino horse, part Welch pony, \$100. 483-8371.
'73 HONDA CL350, like new, 800 mi., must sell. 447-1910.
CB tripod, 3', \$5. New 5 lbs. ankle weights, \$5. 747-9606.
'67 FORD van, 6 cyl., manual trans., good cond., \$900. 625-4154.
BICYCLE, girl's, 20'', exc. cond. 486-1173.

'69 DODGE Charger RT, 383, auto.

#### WANTED

BOBBSEY Twins books. 745-9067.
SWING frame only. 744-5616 aff. 5.
LADY to wash woodwork. 456-3115.
WILL PAINT outside houses,
garages, fences. 485-4432.
LAKEFRONT cottage rental, wk. of
Aug. 4-11, sleep 6. 483-7053.

#### FOR RENT

BY GE, 5-rm., up., furn., util., crpt., ideal for 2 ladies. 432-3445.

#### FREE

KITTENS, need good home. 483-7588.



#### Elex Club members plan events for July

Five events are on tap for Elex Club members in July.

7-8: El Par one-day trip to North Webster.

7-9: Pen El potluck; noon, Lakeside Park.

7-15: Pen El social evening; Wagon Wheel Playhouse, War-

7-16: El Par board meeting, 11 a.m., potluck, noon, Lake Side

7-28: Honor-rettes potluck; noon, Franke Park Pond

## SMD 'cautiously optimistic' in recover forecast

Standing beside what he called "a sobering chart," Specialty Motor Dept. general manager Dave Gifford pointed to a line marked August, 1974, and traced a plummeting sales curve through May, 1975. "The sales picture has been pretty punk there's no question about that," he said. "But the good news is that it should start to go slowly up from here. There are a few favorable signs that lead us to hope for some improvements come September."

Gifford made these remarks to a group of interested salaried employees who chose to attend one of the department's "Chat & Chew" sessions during their lunch period. "Brown bagging it" along with the general manager and his immediate staff, about a dozen SMD employees came to receive answers to questions which they had submitted prior to the meeting and to share their opinions and concerns about the

#### Cautious Optimism

Questions about the health, recovery and future of Specialty Motor topped the list of subjects for the meeting. Since these aspects of the business are heavily dependent on sales, marketing manager Bill Fenoglio reviewed some positive changes which he said are making the department "cautiously optimistic for the fourth quarter of 1975.

The room and central air conditioning markets, which account for about 40 percent of SMD's business, will "continue weak" during the next three months, but then should begin to climb, according to Fenoglio.

#### **Hot Weather Helps**

With a large concentration of potential air conditioning sales in the eastern part of the United States, the marketing manager told employees, "I smile when I read the newspaper and see that New York City is having 94degree temperatures."

He explained that because air conditioning is used for longer periods of time during hot weather, overworked fan motors in older units and systems fail with greater frequency. More customers will seek new components for their air conditioners, which "will mean an upturn in our replacement motor business," Fenoglio pointed out.

In addition, the warm summer temperatures will hopefully boost the sale of new air conditioners, which should help manufacturers clean out their existing inventories. "This won't help 1975 sales," Fenoglio said, "but it could cause some of our customers to start up their factories sooner than they had planned." He noted that some air conditioning manufacturers have scheduled production shutdowns from one month up to five months.

Pump, refrigerator and freezer manufacturers already have lower inventories on hand, and these SMD markets are in slightly better shape than air conditioning at this time, Fenoglio added.

#### Other Good Signs

Gifford told employees that housing starts "saw their first significant upturn in May." Since many SMD components are built into products installed in new homes and buildings, the number of housing units built provides one of the business barometers for the department. In the first quarter of 1975 this number was about 990,000; in May it had risen to 1.1 million.

Still another help is SMD's new Energy \$aver motor, Gifford said. Much more efficient than past motor lines, "their reception in the aftermarket has been

months they've been out," he noted. "Much of their success is due to the hard work of our engineers and advertising and sales promotion people here."

Looking for a better year in

fantastic in the one-and-a-half 1976, Gifford concluded, "We're anticipating a slow recovery from the decline we're experiencing in 1975, but no one can really give an honest answer as to just how fast that recovery will







QUESTIONS ABOUT THE HEALTH, RECOVERY AND FUTURE of Specialty Motor topped a list of subjects covered in a recent Chat & Chew session with general manager Dave Gifford, at chart in top photo and seated in center of photo above right. "Brown bagging it" along with Gifford and his staff, salaried employees at SMD Broadway learned of the department's "cautious optimism" for the fourth quarter.

## Add \$993 more to cost-cutting ideas that worked for suggester Dick Bienz

Ask someone in your work area to quickly rattle off five or six of the many employee benefits available at General Electric. You'll no doubt get an answer that begins with the Insurance Plan, then perhaps the Pension Plan, the Vacation Plan, Income Extension Aid, the Savings & Security Program, and so on.

Ask Dick Bienz the same question, and chances are he'll put the GE Suggestion Plan near the top of his benefits list.

This Area Services employee has made Suggestion Plan headlines in the past. A power house operator at Taylor Street, Dick received a whopping \$1,334 award last November for his idea to install air conditioner control circuits. Now he's back with the largest suggestion award presented in 1975. He recently added another \$993.69 to his GE Suggestion Plan accomplishments!

Dick suggested designing a purifying system to filter expensive oil used in monitor fan rooms at the power house. Prior to his idea, 80 barrels (4,400 gallons) of this special oil had to be replaced every two years. By using the suggested filtration system, however, the same oil can now be used more than twice as long, and needs to be replaced every five years.

"When I come down off of cloud nine, I'll figure out what to do with the money," Dick said after receiving his suggestion award check. "My kids and my wife want us to go to Canada on vacation this year, and it looks like this will get us there."

This latest suggestion award, combined with one for \$76 in March and another for \$163 in May, brings Dick's Suggestion Plan earnings to \$1,232 for the first six months of 1975. Add that impressive sum to an award total of \$1,379 last year, and his suggestion streak averages \$145 a month for the past 18 months!

"I never had any idea that when I started putting in suggestions they would turn out like this," Dick said. "Really, if you just do your everyday job, the ideas are there right in front of you. Most of the time it's just common sense."

Unlike insurance, for example, an employee can go through life and never "need" to use the Suggestion Plan. But like all GE employee benefits, it's a "job extra" that can mean substantial additions to an hourly or nonexempt employee's takehome pay. For Dick Bienz, it's a benefit that's nice to have.



## On tour in TRO

## Young women explore technical career paths

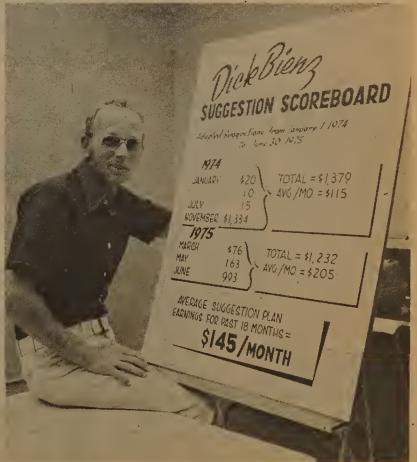
high schools in Indiana, Michigan, Ohio and Illinois recently toured the Applied Research and Development Laboratory of the Technical Resources Operation, their interest in the work being done there proved a point being made by Tri-State College in Angola. In

When 30 young women from a pamphlet describing the school's "Women in Engineering" summer seminars, Tri-State maintains, "Boys have no monopoly on engineering talent - two-thirds as many girls as boys have been shown to have this aptitude."

Clovis Linkous, AR&DL Please Turn to Page 2



FUTURE SCIENTISTS AND ENGINEERS. As part of Tri-State College's "Women in Engineering" summer seminars, about 30 young women interested in pursuing technical professions toured TRO recently. At right is Harold Harms, manager of the electrical laboratory here.



DICK BIENZ: an employee who puts a GE benefit plan to good use!

SURROUNDED BY SCIENCE, high school students interested in becoming engineers and scientists found fascination in the technical apparatus of the Applied Research and Development Laboratory at TRO

## **Tour of TRO provides** insight into engineering

Continued from Page 1 manager, was host for the students' field trip to GE here, and refers to the guests as "an exceptionally alert group." Since these women have all expressed a desire to pursue technical careers, he met with them preceding their tour to not only explain some of the technical achievements of General Electric, but also to point out

budgetary realities with which anyone in science or engineering professions must contend.

Emphasizing General Electric's commitment to Equal Employment Opportunity, he added, "By bringing professional women and minorities into our company's workforce, I feel we're not only in step with the times — we're comfortable with



AMONG THE GUESTS on tour was GPM marketing manager Dick Fife's daughter Lori, third from left.

## **New Support Operations established** to add emphasis to ACBD services

The establishment of the Appliance Components Support Operations, a consolidation of various Appliance Components Business Division services, has been announced by Fred Holt, division vice president and general manager.

The GE organization here became operational July 1 and is being headed by Patrick V. Coyle, who was operations manager for the Bridgeport, Conn., plant of the Appliance Control Dept.

Included in the newly-formed support operation are the Technical Resources Operation, the Manufacturing Resources Utilization organization, ACBD Purchasing, and the Transportation Operation.

In making the announcement, Holt said that the Appliance Components Support Operations will couple division services closely with department needs to generate stronger profit, customer service and product

"These services have given us an increasing advantage over our competitors," he said, "and the intent of the change is to give them even more emphasis. The changing environment will result in increased costs pressures and the need for even better utilization of our investment. This change will result in undivided management attention on these areas . . . to make sure we are getting all the leverage possible from the resources of the

## Coyle will head Support Operations

Patrick V. Coyle has been named manager of the newlyformed Appliance Components Support Operations here. He comes to Fort Wayne from Bridgeport, Conn., where he had been operations manager for GE's Appliance Control Dept. plant there since December,

Coyle began working for the

## Later openings for some gates

Effective Monday, July 14, the GE plant gates at Fairfield Ave.. East Broadway, College St. and Bldg. 36 will open at 6:30 a.m. one-half hour later than usual.

The Lindley Ave. gate will not be affected by this change and will continue to open at 6 a.m. daily. The GE gate at West Broadway will remain open 24 hours each day.

General Electric Supply Company in 1946 following three years service with the U.S. Army Engineers. Pursuing a formal education the next four years at Manhattan College, New York City, he joined GE's Test Engineering Program in Schenectady, N.Y., following graduation in 1951. His career with the company spans a variety of working assignments in New York, New Jersey, Massachusetts and Connecticut.

In 1961 he was named fractional shop operations manager for the Gear Motor and Transportation Components Dept., Paterson, N.J., and was given expanded responsibilities there in 1965. He became a shop management projects specialist in 1967 for the company's Manufacturing Management and Education Operation in New York City, the post he held prior to his last assignment in



PATRICK V. COYLE

Bridgeport.

Coyle holds a bachelor's degree in electrical engineering, and in addition to the Engineering Test Program, has completed GE's Manufacturing Management Program and several other company-sponsored technical and business management courses. He was registered as a Professional Engineer in New York State in 1952.

## 'XL in '75' campaign celebrates 'Spirit of '76'

Hot dogs, Dixieland music, festive hats and costumes . . .

PROFESSIONAL CAREER paths for

women and minorities were stressed by Clovis Linkous, AR&DL manager.

Put them all together and you've got the Specialty Motor Dept.'s "XL in '75 — Spirit of '76" luncheon held June 27 in the Bldg. 32 dock area for salaried employees. The key to any successful business-building campaign is employee enthusiasm, and throughout the year, "XL" spirit has been running high!





























## Pension benefits hit record; must grow in future

For the General Electric Trust activity in 1974 that can be Pension Plan, 1974 was a big year. The summary of the annual report of the Pension Trust, released recently, tells why:

• The number of men and women on the GE pension roll hit a record high — 55,633.

• The amount paid out in pension benefits to pensioners and beneficiaries was a record \$126 million — up from \$116 million in 1973.

• The number of Pension Plan employee participants who had credits in the Trust was 285,489 as

These are just some of the

found in the summary report (available to GE people here from local employee relations offices). "There's additional information pertaining to each of these highlights that should be of interest to every Pension Plan participant," says a benefits consultant at GE's corporate headquarters. "Every participant in the Pension Plan will want to study the summary, and take pride in the fact that our Trust is one of the largest in the nation. The information will provide a better understanding of the importance of the Trust to highlights of the GE Pension current pensioners and future

pensioners alike."

Rapid Growth Here are some of the additional facts you will want to note:

The 55,633 on the pension roll is not only a record, but almost double the number on the roll just 10 years ago. Benefits consultants point out that, with higher pensions being paid and the GE retirement family growing, the yearly pension benefits totals require greater payments from the Trust than ever before. With many of the large number of employees who joined GE in the 1940s and early 1950s now retiring, pension payment totals may be expected to grow even faster over the next

few years. While it may appear to many that the \$126 million paid out in pension benefits last year need only be replaced to keep the Trust sound, study of the summary shows that the Trust cannot remain constant but must continue to grow through investment income and further contributions to meet future obligations.

As the summary report indicates, nearly \$1 billion of the Trust, together with its future investment income, is for growth to pay benefits to current pensioners. The other \$1.8 billion must grow from its income and company payments on unfunded liability to pay pensions earned thus far by current employees who will retire in the future.

**Required Contributions** 

In 1974, because of the steady build-up of pensions credited to current employees, and improvements in the Pension Plan, the Trust required a large General Electric contribution of \$149 million. Employee con\$44 million.

The large GE contribution of \$149 million included \$44 million representing largely a partial payment of the prior service cost of the recent Pension Plan improvements. These prior service costs are being funded over 20year periods and payments must continue to fully finance the improvements. At the end of 1974 the Trust's unfunded liability amounted to \$458 million. It is estimated that amendments to

tributions during the year were the Pension Plan which became effective Jan. 1, 1975, will result in an increase in the unfunded liability of approximately \$150

> A total of 6,487 people were added to the pension roll in 1974. While some were beneficiaries of former employees, most were people who had devoted years of their lives to company progress and had seen pay and benefits grow steadily through the years as a result of sound and realistic planning by General Electric.



**READY TO RELAX.** Benny Bennett, a July 1 retiree, and his wife Rosemary enjoy the quiet of their home. They'll be on the move soon enough when they visit Japan and tour the Far East next Spring.

## **Checked out retirement** benefit, decided to do it

"Thinking about when you should retire is like buying a new car," says 63-year-old Benny Bennett. "You go to look it over, figure out the money, and the

BIKE, Schwinn Mantaray, 24", 5spd., good cond., \$45. 484-3917.
CHAIR, green, swivel, \$8. 744-9479.
'68 IMPALA, 2-dr., radio, buckets,
327, 3-spd. 486-1173.
OIL space heater, Salamander, 50,000
BTU, \$100. 747-0384.

WANTED

LAKEFRONT cottage rental, wks. in July or Aug. 432-6040. FORD 2-bottom mounted plow. 639-

FORD 2-bottom mounted plow. 6393872 Hglnd.
WILL paint outside houses, garages, fences. 485-4432.
WIGS & hairpieces: wash, set & style, \$5 & \$3.50. 485-2149.
SEWING machine, heavy duty, walking pedal. 456-6202 aft. 4.
TRADE all or part 8 M&M stamp books for S&H books. 483-0276.
BIKE, used, ladies, reasn., & child's seat. 749-0298.
REFRIGERATOR in good cond., for cottage. 749-0618.
UPRIGHT piano, fairly good cond., reas. 432-2316.

**FOR RENT** 

STORAGE space for anything; boats, snowmobiles. 636-7264 Albion.
UPPER, very nice, close GE, 3 rms., unfurn., gar., adults. 422-5003.
SLEEPING room, w-home privileges, NE. 425-8124.

FREE

CUTE little kittens, 7 wks. old. 745-KITTENS, need good home. 483-7588. next thing you know you've taken it home with you." After 43 years with General Electric, Benny chose to take an optional retirement July 1.

Leaving his job as an assembler in the General Purpose Motor Dept. at Broadway, this new GE pensioner looks back on many memories of the company and ahead to an April trip to the

Benny and his wife Rosemary, whom he met when they both worked at GE in 1936, will be visiting their oldest son, Michael, a U.S. Marine Corps captain, and his family in Japan. They plan to be there about six weeks, but in the meantime will relax at their summer home at Chapman Lake, Ind. The Bennetts also have three other children: Michele and Siera, both schoolteachers, and Steven, a graduate engineer and student in optometry.

Benny joined the Pension Plan during the first solicitation in 1946. Is he pleased with the results? "I'll tell you one thing for certain," he says. "I'm sure not ashamed of them."

Vol. 57 No. 25

## Four enjoy leisure life

DENELDA E. BLESSING retired from the General Purpose Motor Dept. at Taylor Street, wrapping up a GE career that began in 1946. Now, seek a new life style.

EDWARD G. BOEDEKER retired June 1 from the Technical Resources Operation. He'll be looking back on 31 years with GE as he spends his time enjoying Blue Lake, golfing and

HARRY "BILL" EDMONDS retired from the Specialty Transformer Business Dept. on June 1 after working for GE nearly 35 years. He's planning to relax and then take a leisurely trip to Colorado.

RALPH C. REMENSCHNEIDER retired June 1 from Technical Resources' Wire Mill at Taylor Street. He joined the company in 1941, and now will "travel and spend more time at Coldwater Lake."



Blessing





**Edmonds** 

Remenschneider

## Campers Club members meet this weekend

Thirty-five members of the GE Campers Club enjoyed an outing at Hi-Lo Campground last month. The July camp-out begins this weekend — tonight through Sunday, July 13 — at Gordens. Campers wishing to attend should go north of South Milford on State Road 3 to the camping arrow, turn right and follow the signs:

RIDERSWANTED

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279.

FOR SALE

MINIBIKE, first \$20. 489-9169.
MAPLE bed & springs, cheap. 747-

'68 OLDS 98, full power, air, clean, good cond. 447-4460. ACCORDIAN, 120 chords, \$200. 743-

9896. '69 MUSTANG, 6 cyl., 3 spd., mags, vinyl top, 2 new G60s, \$1200. 637-6478.

64/8.

HAMMOCK & frame. 625-4576.

TRAVEL trailer, 13', for compact or std. car, nice. 484-6526.

'66 FALCON, 2-dr., 6 cyl., stick, \$200.

/45-558/, 69 IMPALA, automatic, power, air, vinyl top. 693-2641 C'busco. WIG, dk. brn., sell cheap. Bowling ball & bag. 745-3140.

CRAGAR SS mags w-tires, H70-14, E78-14. 446-8525. DEHUMIDIFIER, like new, cost \$100, sell \$50. 456-8840. CARPET, 80 yds., nutria, sep. pad, gd. qlty., mk. offer. 672-2966.

GEN Form A 2

70 ROADRUNNER, 383, auto., full trim, gd. tires, \$900. 623-3065 Hgld. STORM wndw. (13) & 10 scr., 42x54; comb. dry. wd. & 3 alum. 744-5125. TV, 23" B&W, good cond., \$50. 747-3805

3805.
WINDOWS (2) jalousy, 3'x4', complete, scr. & storm. 747-2755.
TIRES (4), Gen., 815x15. 4 folding chairs. 483-2019.
DISHWASHER, portable, convertible, like new. 483-6988.
REFRIG. cond. unit, ½ h.p., \$25. 485-4410

4419.
CARPET, nylon, gold, 10x11, clean, \$35, 483-6717.
CAMPER, 14', self-cont., '63 Franklin, \$700. 638-4695.
'71 TRAIL bike, BSA, 500 cc, street legal, good cond. 489-9168.
'66 VW, Kellson body, blue w-wh. top. 547-4245 Preble.
'72 YAMAHA, 650, lots of extras, \$850. 432-6285.

432-6285.
TERRAIN cycle, Wards, TX, many extras. 639-3418.
WHEELCHAIR, like new, used very little. 432-5643.
FAN, 20", on roll-stand, \$15. Picnic basket & dishes, \$10. 456-4851.
PANTSUIT, new, royal blue, paisley top, sz. 16. 447-4606.
LOT & house, 340x85, 8 rms., must sell, business zone. 489-5770.

sell, business zone. 489-5770.

'65 OLDS luxury sedan. Asst'd bikes, foot brakes. 743-8219.

BABY dressing table, \$10. Glass shelves, \$.50. 637-6463.

'68 MOTOR, 396, runs. 447-2865 aft. 5.

. Signature

☐ Ride Wanted ☐ For Sale \* \*ADLETS Riders Wanted □ Wanted Lost For Rent \* GE NEWS BLDG. 18-3 ALL ADS MUST BE PRINTED Found ☐ Free Ads must be received only on this form by noon Monday for publication Friday. Submit only one per issue, using one letter or number per box on form; don't include spaces. Print phone number only on line indicated. Property advertised must be available without regard to race, creed, Pay No. Home Address\_\_\_\_\_ \* The item(s) referred to in this ad is are in no way connected with any business venture.

REFRIGERATOR, 2-dr. Gas stove, 42"; \$40 & \$20. 484-3917.

BOAT, new, 17', Chryl., 55 h.p. motor & trailer. 485-8718 10-8.

'68 CHEV., ½ T & camper, ice box, furn., stove, sleep 4. 2938

68 CHEV., 1/2 1 & camper, Ice box, furn., stove, sleep 4. 2938 Broadway.
FORMAL, yellow, matching hat, sz. 8, worn once; day bed. 744-0735.
TABLE saw, \$65. Twin bed, \$25. Dinette set, \$35. 639-3335.
SHUTTERS, wooden, 7 sets. Swinger camera. 449-1663.
SOFA, chair, stove, self-cleaning oven, elec. 447-1142.
STORM windows & screens, wooden.

oven, elec. 447-1142.
STORM windows & screens, wooden, used. 483-3064.

'70 DODGE Challenger, rebuilt for racing, \$2,000. 244-3701 Col. City.
WHEEL discs for '67 Scout, \$2.50 ea., rear seat. 744-4595.

'75 JOHNSON motor, 6 h.p., like new, \$385-432-2414

\$385, 432-2414.

'65 CORVAIR, runs good, new clutch, gd. tires. 748-7210.

'63 PONTIAC Catalina, 4-dr., power, V-8, \$225. 485-8588.

GARAGE door, complete w-track, 7x9, \$25. 493-2241.

LAWN lounge chair, alum., like new, \$5. 489-4862.

'69 BROAD, air, appl., shed, ex. cond., \$4450. 639-3229.

CONG., \$4450. 639-3229.
 CAMBRIDGE mob. home, 12x65, like new. 639-6249.
 BOOKS, girl's, fict. & mysteries, ex. cond., reas. 747-4304.
 REFRIGERATOR, 14 cu. ft., white. 485.2111

cond., reas. 747-4304.

REFRIGERATOR, 14 cu. ft., white. 485-2111.

MAGS, ET, alum., slotted, 4-bolt, pat., Pinto. 925-1665, Auburn.

'71 MERCURY Montego Mx, 2-dr., HT, 302 V-8, PS, AT, \$1250. 724-4459 Dec.

LAKE lot, W'wsee area, subdivision, 100x60, \$2200. 489-5408.

SOFA, reclin. chair, car bed, car seat, tree lamp. 638-4776 Yoder.

'74 MONTE Carlo, PS; PB, TS, AC, swivel buckets. 489-6188.

POOL liner, never used, 21' round, blue vinyl. 639-3970 Hglnd.

USED sinks, bathtubs, water htrs., toilets, I-beams. 747-4448.

TIRES (4), H78-15 WW, \$55. 432-9077 12-6 p.m.

GOLDEN hamsters, 1 mo. old, \$1 ea.

GOLDEN hamsters, 1 mo. old, \$1 ea.

AT7-5677.

AIR conditioner, 4,000 BTU, window unit, \$50. 637-5675.

MATTRESS & springs, both twin, good cond., \$20. 483-4308.

UTILITY bldg., ex. cond., 8x13, misc. uses. 456-3162.

CAR radio, AM, Dodge, like new, \$25. 747-7170.

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**EDITORIAL OFFICES:** 

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## What a weekend!

## Helping to build pride in community takes involvement, but he enjoys it

While many employees were taking it easy over the past threeday holiday weekend, one GE man was busy — very busy! Mel Smith, a foreman in the Hermetic Motor Operation here, was day chairman for the Three Rivers Festival happenings which took place last Sunday, July 6. He was head of one of the biggest crowddrawing, action-packed days of the the week's activities.

Plenty To Do

It was Mel's job to coordinate the colorful WLYV Country Raft Race, which drew about 11,000 participants and a crowd of approximately 115,000; amateur best ball golf tournament; muzzle loading trap shoot; daylong tractor pull in downtown Fort Wayne, rugby tournament championships; radio-controlled miniature aircraft aerobatics, including a sky diving exhibition which began the event; Dixieland concert, and many other activities. In addition, he's in charge of two other events taking place tomorrow (Afro-American entertainment on The Landing) and Sunday (Auto Poker Rallye, from which proceeds go directly back to the Three Rivers Festival).

Preparations for the 1975 "Good Times" Three Rivers Festival began last year, but they weren't the only activities of the HMO foreman during that time.

**Keeping Involved** 

This is Mel's second term of office as president of the Fort Wayne Corvette Club, which ranks as number two of the 350 chapters across the country in the National Council of Corvette Clubs. Through this association, he and many of the chapter's 85 members have been helping spur community pride by taking part in Indiana parades and other celebrations.

He drove the lead Corvette which carried Miss Black Fort



**GETTING INVOLVED** in his community, Mel Smith, a foreman in the Hermetic Motor Operation, had a busy weekend as day chairman for all of last Sunday's events in the Three Rivers Festival here.

Festival parade route last Saturday. Mel and other club members have also been to parades in Woodburn, Marion and Harlan; Heritage Days in Huntington, which included a rally and speech by Mel at the Mayor's Breakfast there; and will be participating in the Convoy, Ohio, bi-centennial later this month. Mel's wife Gloria, a secretary in the Components Sales Dept. here, joins in several of the club's activities and was a judge for the float parade during Heritage Days.

#### All Worth It

Mel is a life-long resident of Fort Wayne and has been involved with various individual events of the Three Rivers Festival the past four years. But this year was his first experience as one of the seven day chairmen for the extravaganza.

"The biggest challenge in doing it," he recalls, "was getting with the chairmen of the individual events of the day and making

Wayne along the Three Rivers sure their part of the Festival would be timed right and most importantly, provide excitement. The biggest reward was in seeing all the people there enjoy themselves."

By Jill Whetsel

I hope the three-day weekend gave you all a chance to get in a few rounds. Today is the deadline for the tournament next Saturday. Please get your \$2 entry fee to Gary Sykes right away if you haven't

Team 2 still leads the Monday Brookwood league, but Team 3 is getting closer. Pete Gorrell shot a 38 one week and followed it up with a big 35! He had three birds in that second round. Bill Kayser shot a 36 with an eagle! Al Kruetzman and Mike Hadley each shot 37s. Tony Wickman had two birds, and Al Kruetzman, Mike Hadley, Lloyd Grider, Cal Hapner, Art Rasor, Dick Hensler, Lee Shaw, Bill Abel and Hank Bittman each had one.

Team 6 leads Tuesday Brookwood. Bob Farnbauch, Gary Sykes and Al Kruetzman had 38s. Dick Parlow and Gary Sykes had 39s. Birdies were scored by Sykes (two), Farnbauch (2), John Bodenhafer, Vern Gross, Mike Rumple, Bill Abel and Terry Bashelier.

The Taylor Street south division finds Team 7 up front; the north division is led by Team 13. J. Schoeff and L. Guillaume had birds on No. 17. Lepper is low with his 39.

Don Alcott, Mel Guillaume, Jim Closson, Fred Bolton and Howard Fritz each scored birdies for the West Broadway league. Team 2 is up by five-and-a-half points.

Team 1 is out in front of the Winter Street league. Roger Rang recorded a bird and Ross Smith shot 11 below his average (I guess that's how Team 1 stays in front)!

The FMP league shows Team 5 as first. Zimmer, Reed, Bashelier, Castle, Bell, Rumple and Guinrich each recorded birds.

Golf trivia: The oldest person to hit a hole-in-one was 93 years old; the youngest was six years, one month and seven days old. (How's that for being precise).

## Quarter Century Club elections begin



Wilkinson



Massone



Wildermuth



Click



Stauffer



Kiessling

Newell

Bailey

### Air conditioner special on now Cool off in July and save an additional \$15 to \$75! A special Double Discount is available to all employees who buy a

General Electric or Hotpoint room air conditioner between now and Aug. 2, 1975. This End o' Season Double Discount employee sale activity was developed to increase room air conditioner sales, which also affect the long-term sale of many GE motors built in Fort Wayne. A bonus discount will be paid on all room air conditioners such as regular window, Carry CoolR, Porta-CoolTM, casement window, heat-cool, and 26-inch built-in models.

Return postage guaranteed Address correction requested 641 Growth Ave. Fort Wayne, Ind. 46808

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## **Ballots**, reservations should be sent early

Quarter Century Club members are urged to complete the election ballot and outing reservation printed at right and mail it as soon as possible. Early returns of this form will help those in charge of the Sept. 6 outing to prepare final plans for the club's 61st annual event.

This year's voting is the fifth under the club's revised constitution that provides for twoyear terms for officers, with half the complete slate coming up for election each year.

Last year, the president, secretary and two club directors were elected. This year members will choose a new vice president, treasurer, assistant secretary and two directors.

Make plans now to attend the 1975 Quarter Century Club outing at the Coliseum. It's something you won't want to miss!

#### **QUARTER CENTURY CLUB BALLOT**

Vice President — elect 1 for two years \_\_\_Nyla Wilkinson — Decatur \_ Harry Massonne — Decatur Treasurer — elect 1 for two years \_\_\_ Bob Wildermuth — Taylor Street Carl Click — Broadway Director — elect 1 for three years Earl Stauffer — Broadway \_\_ Melvin Kiessling — Winter Street Director — elect 1 for three years \_\_\_\_\_ Martha Newell — Broadway \_\_\_\_\_ Mary Stewart — Taylor Street Assistant Secretary — elect 1 for two years \_\_\_\_\_ Virginia Simon — Broadway \_\_\_\_\_ Edna Bailey — Broadway

#### QUARTER CENTURY OUTING RESERVATION

\_\_\_will \_\_\_\_ will not attend the Quarter Century Club outing Sept. 6 at the Memorial

Send this form to: Beth Jacobs, General Electric, Bldg. 19-5, 1701 College St., Fort Wayne, Ind. 46804.

SIGNATURE\_

## GE earnings improve, but still below '74 levels

Net earnings of the General Hectric Company, were \$\frac{1}{29.6}\$ dillion or 74-cents a share in the econd quarter of 1975, Reginald I. Jones, chairman of the board, eported last week. This epresents a decrease of 13 ercent from the \$148.9 million or 2 cents a share reported for the ame quarter of 1974, but was a ubstantial improvement over 975 first quarter earnings. The

company previously stated that 1975 second quarter earnings would be down "moderately" from last year's second quarter.

Sales in the second quarter of 1975 were \$3,370 million, slightly lower than the \$3,419 million reported in the same quarter of last year.

Net earnings for the first six months of 1975 were \$204.0 million or \$1.12 per share, a decrease of 25 percent from the \$271.2 million or \$1.49 per share in the first half of 1974.

Sales in the first six months of this year were \$6,349 million, about the same as the \$6,329 million in sales reported for the same period of 1974.

In commenting on General Electric's second quarter, Jones stated, "All six categories of the company's business were profitable during the quarter. We continue to expect that the company's results for the remainder of the year will improve upon those for the first

half."

While he reported, "Consumer goods returned to a profitable position in the second quarter," the GE board chairman added that "sales were still well below the 1974 period.

"The better earnings performance for this category was primarily attributable to steps taken earlier to improve costprice relationships," he said.

Reviewing other categories of the company's business for the quarter, Jones said:

"The industrial power equipment category also

returned to profitable performance in the second quarter, reflecting increased shipments of long-manufacturing-cycle apparatus. Earnings for the second quarter, however, were substantially below results for the 1974 quarter.

"Industrial components and systems results were down somewhat from the comparable quarter of 1974. While sales and earnings improved for producers' equipment, industrial services and medical systems, these gains

Please Turn to Page 2

# Earnings at Fort Wayne GE fail to match company gains

Earnings of Fort Wayne General Electric businesses in the second quarter did not keep pace with those of the total company, local business analysts report.

Sales of motors, transformers and power supplies built in Fort Wayne remain at a low level. High inventories, depressed housing starts, and low levels of commercial and industrial construction which affect the demand for products used in air conditioning and other electrical equipment have all had an impact on local GE plants.

While there is some speculation that sales will rebound in the fourth quarter of the year, the timing of a turnaround for Fort Wayne General Electric operations remains indefinite for the remainder of 1975.



Elex prepares for convention

See Page 3

n Specialty Transformer

## Meyers named as general manager; Harbour will head division post here

Donald J. Meyers has been appointed general manager of he Specialty Transformer Business Dept. He succeeds Don J. Harbour, who has been named nanager of business studies for he Construction Materials Division, which includes STBD. Harbour's new office will be ocated in Bldg. 18-2, East Broadway. The appointment pecame effective July 14.

Meyers comes to his new position here from Columbia, i.C., where he had been product general manager of the Electronic Capacitor Products section. Following completion of the company's Manufacturing training Program in 1959, he oined the Ordnance Dept. in titsfield, Mass., as manufacturing systems analyst and nanager of materials data and ervices. He later moved on to become production control nanager, and then shop



**DONALD J. MEYERS** operations manager for the Capacitor Dept. at Hudson Falls,

In 1963 Meyers transferred to Gainesville, Fla., where he was shop operations manager for the Battery Business Section. He was promoted to manufacturing manager there in 1966, and three years later returned to Hudson Falls to head the manufacturing section of the Industrial and Power Capacitor Products Dept. He was named to his prior position in South Carolina in 1972.

The new STBD general manager holds a bachelor of science degree from Georgetown University in Washington, D.C.

Harbour began his GE career in Fort Wayne on the Test Engineering Program following graduation from Ohio State University. Holding a variety of management assignments' beginning in 1954, he has worked in the Appliance Motor Dept., DeKalb, Ill.; Large Jet Engine Dept., Evendale, Ohio; and the Air Conditioning Dept., Tyler, Tex., and Louisville, Ky. Before coming here to head STBD in December, 1970, he was manager of the Instrument Transformer Business Section of the Meter Dept., Somersworth, N.H.



A POOL FOR PRESIDENTS. The General Electric motor attached to this Marlow swimming pool filter is doing its thing at the new White House swimming pool. The motor was manufactured by employees in the Winter Street plant of the General Purpose Motor Dept.

GPM motor at work

# Product helps circulate water in official circles

A customer who uses motors built by the General Purpose Motor Dept. here for swimming pool filter pumps naturally expects the GE components he buys to perform properly.

Marlow Pump Division of ITT has recently installed one of its systems, powered by a GPM motor made in the Winter Street plant, in a new 22 x 54-foot pool. A major customer of the department, Marlow is putting a lot of faith in the quality and dependability of this General Electric product.

Should anything go wrong with this particular system, even getting near the water would take a flood of authorizations. After all, the White House is very selective about visitors around the new presidential swimming pool!

Ranging in depth from three to nine feet, the pool was constructed in six weeks behind the west wing of the Executive Mansion. Built entirely with tax-exempt donations from nearly 475 citizens, it cost \$52,340, including accessories, and is bordered by landscaping which cost another \$14,500. The pool received its first official plunge by President Ford on July 1.

According to Ted Engelbrecht, General Purpose Motor marketing specialist, the filter pump is a somewhat larger unit than most, and uses a three-horsepower GE motor. The filtering system is designed to run at least 14 hours each day.

It's race time . . . place your beds!





"BEDLAM" IN THE STREETS? As thousands of amused onlookers lined Fort Wayne's Main Street last week to watch the Three Rivers Festival Bed Race, a few GE employees were doing their part to keep things rolling. LEFT: Wayne Nash, STBD, right, pushing a roll-away cot called "Kwicker-n-Schick", practices his racing style with partners Dale Tassler and Donna Johnson. Not pictured are co-runners Steve Renniger and Kurt Walenstine. RIGHT: Larry King, SMD; James Moore, CSD; Jim Whitt, SMD; and Al Mullins, STBD, get their spirits and the "Rope-a-Dope Express" in gear for the big contest. Not pictured is their rider Pam Clay, who is also this year's Miss Black Fort Wayne.



## Sixteen sharpen supervision skills

WORKING TO IMPROVE MANAGER AND FOREMAN SKILLS, these employees in the Specialty Transformer Business Dept. shared in a joint graduation of the company's Manager Modeling and Foreman Modeling programs this week after ten weeks of intensive study. Don Harbour, right, former general manager of STBD, who this week was appointed manager of business studies for the Construction Materials Division, presented the certificates to the new graduates. They are, standing from left: John Bates, Robert Rumazza, Jr., Dean Crum, Douglas Lee, John Campbell, Edwin James, Larry Franck, Thomas Gregory, John Kidd, John Lutteringer, Jr., Jack Colgan, Mary Cole and Allan Rowe. Seated from left are George Mahon, Thomas West and Dean Affholter. Not pictured are program graduates Robert Wakeland and Jerome Skinner.

## Despite latest gain

## First half earnings trail '74

Continued from Page 1

were offset by declines in components and materials businesses which supply consumer goods and construction markets.

"Aerospace sales and earnings

for the second quarter continued to show improvement over last year's performance.

"International sales and earnings in the 1975 second quarter remained strong.

"General Electric Credit Corporation (GECC) earnings for the second quarter were \$13.0 million, an increase of 29 percent over the \$10.1 million reported in the second quarter of 1974.'

## Improved efficiencies, services from HMD product realignment

The transfer of two 30-frame Carmody explained. and two 40-frame "motor families" from the Hermetic Motor Operation's Fort Wayne plant to Holland, Mich., and Scottsville, Ky., was announced this week at informative meetings conducted by HMO manager Bill Carmody.

In making the announcement, Carmody said he was pleased the moves could be timed when production was increasing in other lines. The 25 employees affected by the product moves, which are to be completed between now and the end of vacation shutdown, will be provided jobs on 40-frame lines where production is increasing, Carmody said.

Products being moved from Fort Wayne are the 30-frame square, scheduled to go to Holland, the 30-frame 3-phase, the 6.3, and some models of the 40-frame 3-phase, which will be moved to Scottsville.

#### **Boosts Efficiency, Service**

Carmody said the models are being moved to provide a more efficient distribution of products among the Hermetic Motor Dept.'s four plants and to better serve customers.

"With the economy down and the prospects for an early turnaround still very uncertain, it is necessary that the department make the best possible utilization of its equipment and facilities,"

changes will consolidate certain motor frame 'families' for greater efficiencies, improve flexibility of production, minimize investment and reduce

Noting that Tecumseh, HMD's major customer, had designated its Somerset, Ky., plant to produce compressors using the 40-frame 6.3 models, Carmody explained that transfer of models to Scottsville would result in lower shipping and inventory costs and allow the department to be more responsive to Tecumseh's needs.

#### Challenges in Future \*

Commenting on the future for HMO in Fort Wayne, Carmody said, "Right now we don't know what the future holds. It depends on a number of factors, like what happens to the economy, what decisions our customers make about vertical integration, how well we are able to keep costs down, the competitive environment, and what the demands may be for hermetic motors in the future.

"The challenges are clear," the HMO manager stressed. "Meeting them will take determination, commitment and cooperation on the part of each person in HMO. We must respond to change and customer needs by meeting production schedules on time with a high quality product.'

## Postage costs plenty; a little thought goes a long way to save cash

Writing a letter or paying a bill in 1967 wasn't much different than it is today. The procedure you used to get it to its destination hasn't changed — address the envelope, seal it, put a stamp on it, and drop it in the mail.

But while the steps are exactly the same, you're now paying twice as much to send it. First Class mail was delivered for a nickel back then; now it requires a dime.

And in the future?

Some government officials in Washington have proposed stamping out the current First Class mail rate and raising it again — this time to 13 cents!

If that three cents per letter increase makes you shake your head and grumble, think what it does to the employees who keep tabs on the mailing cost budgets of General Electric here.

That postage hike alone, if all other rates remain the same, could mean as much as \$20,000 to \$25,000 in increased mail costs for Fort Wayne GE businesses!

According to Ed Blotkamp in the main mailroom, Bldg. 18-1, many of the present costs for postage can be avoided if employees put a little thought into how they use GE mail. Here are some of his suggestions:

• Whenever possible, avoid

Special Delivery and Air Mail. Chances are it won't arrive any

It doesn't make much sense to send a letter Air Mail on Friday afternoon, for example. If it went First Class instead it should still be sitting on someone's desk first thing Monday morning. Sending Special Delivery to plant locations usually isn't helpful either, since it will probably just sit waiting for a mailroom to open and someone to pick it up.

- If you want a receipt, specify Certified Mail rather than Registered Mail. You'll end up with the same receipt at about a third of the cost.
- Can the item you're sending be delivered by pouch mail? Use a brown envelope.

Since a normal piece of mail weighs only a fraction of an ounce, mailing costs are reduced through the use of pouched mail service. For example, 10 tissueletter copies each mailed in a separately addressed First Class envelope would total \$1, but all 10 can be pouched and mailed for 10 cents. While pouched mail service is coordinated in the mailrooms here, employees' help is needed to get the full benefits of this system.

• Does it have to go First Class? Can you use Third Class rates? Mark it on the envelope and save money.

Third Class mail, which is generally printed material such as pamphlets and brochures,

takes somewhat longer to arrive at its destination than does First Class mail. But if there's really no rush, a little advance planning can save plenty.

• Use the proper size envelope. Don't waste money on postage for needless envelope weight.

• If you have questions about mailing from GE, call one of the mailrooms here — East Broadway, Ext. 3366; West Broadway, Ext. 3499; Taylor Street or Winter Street, Ext. 3391.



ALL PART OF THE JOB. Dorothy Hinton, a secretary in the Components Sales Dept., handles thousands of outgoing mail pieces each year. She works closely with the mailroom staff to keep costs down.





## History captured on a quilt

SOMETHING TO BE PROUD OF. Joe Truba, a product service specialist in Specialty Motor, and his wife Marian, a former GE employee here, display the central piece of a large quilt being made by nine women from the Old Fort Settlers. Eighteen quilted blocks depicting symbolic references from the life of Johnny Appleseed surround the big, colorful figure of the folk hero. The central focal point of the quilt is Marian's handiwork. Joe helped in creating the character's final design and suggesting fabrics. When the blocks are put together, the finished quilt will measure 96 by 108 inches.



## Alley Chat **Debbie Bowers**

The GE Club Annual Season Starter Special bowling rate of three games for a buck will be underway starting Monday, Aug. 18. Club hours will be 8 a.m. to 10 p.m., weekdays only, through Aug. 29. Following the Labor Day weekend, our regular league schedule will begin as follows:

| MONDAY              | Monday Morning Ladies League                                   | 9:00 a.m.  |
|---------------------|--|------------|
|                     | Monday Office League (Men)                                     | 6:15 p.m.  |
|                     | Monday Nite Ladies League                                      | 8:15 p.m.  |
|                     |  |            |
| TUESDAY             | Tuesday Afternoon Ladies League                                | 3:45 p.m.  |
|                     | Masonic League (Men)   | 6:15 p.m.  |
|                     | Hermetic League (Men)  | 8:30 p.m.  |
|                     |  |            |
| WEDNESDAY           | Wednesday Owl League (Men)                                     | 9:00 a.m.  |
|                     | Apparatus League (Men)   | 6:15 p.m.  |
|                     | Kings & Queens Mixed League                                    | 8:30 p.m.  |
| THURSDAY            | Thursday Owl League (Men)                                      | 8:30 a.m.  |
| monsbiri            | Apparatus League (Men)   | 6:15 p.m.  |
|                     | Emmaus Church Mixed League                                     | 8:30 p.m.  |
|                     |  | *          |
| FRIDAY              | Friday Morning Ladies League                                   | 9:30 a.m.  |
|                     | Two-Man Doubles League   | 1:00 p.m.  |
|                     | Friday Nite Ladies League                                      | 6:00 p.m.  |
|                     | Taylor Street Mens League                                      | 6:00 p.m.  |
|                     | Brethren Church Mixed League                                   | 8:30 p.m.  |
| CLA PROTEINAND A NO | Francisco I corgue (Mirrod), 19 19 yms                         | 10:00 a.m. |
| SATURDAY            | Junior League (Mixed); 12-18 yrs.<br>Adam & Eve Mixed League * | 6:30 p.m.  |
|                     |  | 6:45 p.m.  |
|                     | Jack & Jill Mixed League *                                     | 9:00 p.m.  |
|                     | Hansel & Gretel Mixed League *                                 |            |
|                     | Bonnie & Clyde Mixed League *                                  | 9:00 p.m.  |
| SUNDAY              | Sandbaggers Mixed League                                       | 1:30 p.m.  |
|                     | St. Joe Mixed League *   | 4:00 p.m.  |
|                     | Sunday Nite Mixers League *                                    | 6:30 p.m.  |
|                     | Guys & Dolls Mixed League *                                    | 6:45 p.m.  |
|                     |  |            |

(GE Club leagues marked \* bowl every other weekend)

Moonlight Mixed League

Bowlers interested in joining any of these leagues should call the GE Club (Ext. 2042) for more information. And just a note to all our bowling secretaries — Please return the form you received from the Club promptly so we know how many bowlers your league will require for the coming season.

Club bowling rates starting Sept. 2 will be the same as they were

REGULAR RATE - 65-cents per game; PENSIONERS' RATE -three games for \$1; MORNING LEAGUE RATES (9 a.m. to noon) - 55 cents per game; and JUNIOR LEAGUE RATES - 35-cents per game or three games for \$1.

Remember, GE Club bowling is open to you and your friends. So don't miss any of the action. Join a league soon!

## Elex members plan for GE gathering at Midwest Women's Club Convention

Elex Club members will want to begin making plans now to attend the 27th Midwest General Electric Women's Club Convention — "Spirit of '75: Come Alive!" The site of this year's gathering is the Netherland Hilton Hotel in Cincinnati, where members will be hosted by the Genralettes from the company's Evendale, Ohio, plant. The threeday convention begins Sept. 12.

Indiana Motor Coaches will leave the Taylor Street plant's west gate at 10 a.m. that day and arrive in Cincinnati at 1:30 p.m. (Ohio time). Following registration in the "Pavillon Foyer" at the Hilton in the afternoon, members are invited to attend a welcome party beginning at 8

On Saturday, a business meeting from 11 a.m. to noon precedes an optional sightseeing tour of Cincinnati, including a luncheon aboard the Mike Fink Riverboat. A Fort Wayne management reception is planned for Elex members only at 5 p.m., and is followed by

cocktails, a banquet and entertainment starting at 6 p.m.

Sunday, Sept. 14, activities include a luncheon and candlelight service from noon to 2:30 p.m. Buses leave Cincinnati at 3 p.m. (Ohio time) and arrive at the Taylor Street west gate at 5:30 p.m. (Indiana time).

The combined transportation (\$14) and registration (\$25) fee for the 27th Midwest Convention is \$39, and the optional tour is \$10.50. The deadline is Aug. 1.

Each member is responsible for her Netherland Hilton reservation and should make it directly with the hotel no later than Aug. 29. Elex women planning to share a room should list the name or names of those members in the room (only one card is required for each room). Request hotel cards when making convention reservations with Elex "contact girls" or the Elex office.

No refunds will be made after Aug. 26. If it becomes necessary for a member to cancel a reservation and sell her ticket, room at 4:45 p.m.

she should immediately notify the Elex office (Ext. 3555) so proper registration changes can be made.

Elex members requesting approval to use Friday, Sept. 12, as a personal day to attend the convention should advise the Elex office by Aug. 1. Also, members should advise their supervisors if they plan to be absent from work that day, regardless of whether they plan to use a personal day or vacation day for the trip.

## August meetings set

With summer vacation plans dominating the August calendars of most Elex Club members, only two meetings have been scheduled next month. On Aug. 25, the Honor-rettes Chapter will have a social meeting at 1 p.m. in the Diplomat Plaza Apartment Club House. Also on that day, the Elex Executive Committee will meet in the Bldg. 18-3 conference

## Meeting 'needs of women and girls' is YWCA role, ECSF board learns

Board members of the Employees Community Services Fund (ECSF) were host at their last meeting to Corrine Durham, membership and public relations director of the Fort Wayne

Referring to the Young Women's Christian Association as "an old organization," the guest speaker explained that the first chapter was founded in 1855 in England, "when women were beginning to move into the Industrial revolution," she said. Today, millions of women in 83 countries around the world belong to the YWCA and participate in the organization's activities.

#### First in Fort Wayne

There are 15 chapters of the YWCA in Indiana, the first of which was founded in Fort Wayne in 1894 in the homestead of Allen and Emerine Jane Hamilton. The wife of Allen County's first sheriff who negotiated a treaty with the Miami Indians and was head of several financial institutions, Emerine Hamilton became well known in her own right as a pioneer in the woman sufferage movement. She also created the first public reading room, the forerunner of Fort Wayne's public library. The Fort

9:00 p.m.



CORINNE DURHAM: for equality. Wayne YWCA was established

five years after her death.

The local chapter's present building was built in 1912 and serves between 2,700 and 3,000 adult women, and about 2,000 boys and girls annually. Plans are under review for a new YWCA building in Fort Wayne to accomodate a greater number of members and expand the organization's services to the community.

The Fort Wayne YWCA funding from Allen County United Way contributions.

According to a newsletter prepared by the local chapter, the purpose of the YWCA is "to meet the needs of women and girls wherever they are and to provide them a channel through which they can help shape a world which unifies youth and maturity, peoples of diverse racial, ethnic, religious and economic backgrounds while preserving individual identities and cultures."

#### **Supports Equality**

While the visiting YWCA local executive told ECSF board members that the organization does endorse and work to accomplish equality for today's women, she added that the YWCA is far from being an extremist fringe group trying to undermine certain segments of society.

"We do, however, disagree with a particular gentleman's thought once expressed to the YWCA about its involvement in women's rights," she said, and smiled as she quoted him as writing, "How dare women get these ideas! It's a well-known fact that women have neither the mental, spiritual, nor moral receives about 47 percent of its capabilities to make these decisions for themselves.



RIDERS WANTED

DECATUR or area to Bdwy, or T.S., 2nd shift, 592-7279.

FOR SALE

DINETTE, chrome, fmica. top, 6 chrs., 30x46, 1 leaf, \$50. 422-6006.
GARAGE sale, Aug. 4, 5, 6, 7, 8, 1623
Sunshine Dr.
COLEMAN olympic tent, floor 6x8, used once. 743-8673.
TV, GE 21", color, working condition. 483-4673.

483-4673. '64 **DODGE** 1<sub>2</sub> T. pickup, 3-spd. w-cap. 622 4791. **FAN**, 3-spd., oscillating, w adj. stand. 745 1976.

Please Turn to Page 4



Vol. 57 No. 26

. about the people who help make the world's most dependable components

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

EDITORIAL OFFICES: 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree **Communications Manager** Dick Knoph, Editor Rex Mericle, Chief Photographer

## Summer retirees enjoying time to take life easy

FRANK SUKUP retired from Area Services, concluding a GE career that began in 1943. Making his present home in Paulding, Ohio, this

summer retiree will spend his time just enjoying life.

DELBERT D. THORNBURG retired from General Purpose Motor at Taylor Street on June 1. He joined the company in 1941, and now that retirement time is here, will be relaxing at Crooked Lake.

MARTIN "PAPPY" VOGEL retired June 1 from General Purpose Motor ar Winter Street after 32 years service. Retirement plans? "We've got all kinds," he says, "and God knows when we'll fill 'em."

EUNICE H. ZEHR retired June 1 from the Hermetic Motor Operation. Looking back on GE service that started in 1937, she says now she'll "find the place where the most wild flowers grow."

LILLIAN E. BAXTER retired July 1 from the General Purpose Motor Dept, at Winter Street. She joined General Electric in 1952, and will take things as they come during her

BENJAMIN R. BENNETT, Who was featured in last week's GE News, retired July 1 from General Purpose Motor at Broadway after 43 years service with GE. He's planning to visit his son in Japan.

CHRISTLE E. BOYD retired July 1 from General Purpose Motor's Broadway plant, wrapping up service that began in 1941. She'll be using the pension years to spend more time with her mother.

VIRGINIA R. CRABILL retired

July 1 from the Specialty Motor Dept. at Broadway. Joining GE in 1953, she'll be busy in the months ahead setting up and enjoying a new home at Jimmerson Lake. MILDRED "MILLIE" L. GILL retired July 1 from General Purpose Motor's Winter Street plant after 22 years service with the company. She'll "head for Georgia and take it

She'll Mead for Georgia and take it easy" during retirement.

ARLO C. HAWK retired from the General Purpose Motor Dept. at Winter Street on July 1. Having worked for GE since 1931, he plans now to go fishing and do anything else he feels like doing.





Thornburg



Vogel



Zehr











Hawk





**Johnson** 

**Huffman** LAWRENCE E. retired July 1 from HUFFMAN the General Purpose Motor Dept. at Winter Street

after 32 years service with the company. Now he says he's ready to spend some time "taking life easy."

EVELYN J. JOHNSON retired from the Specialty Motor Dept. at Broadway on July 1, wrapping up 30 years of GE service. For now, she's content to simply sit back and enjoy retirement.



Kreigh CLYDE H. KREIGH retired from e transportation operation at

Taylor Street on July 1. A GE employee since 1941, he says, "I'll do what I want to do — when I want to do

the General Purpose Motor Dept. at Taylor Street. Joining General Electric in 1954, he'll spend the first





Roemke

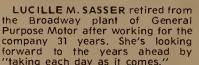


HENRY C. ROEMKE retired July 1 from the Specialty Motor Dept. Looking back on GE service from 1941, he's planning to "visit the kids and do all the things that help you

enjoy life."

FRANCIS J. ROMARY retired
July 1 from General Purpose Motor's
Winter Street plant after 34 years
with General Electric. Retirement
should provide him a perfect opportunity to "take it easy."





Purpose Motor after working for the company 31 years. She's looking forward to the years ahead by "taking each day as it comes."

GILBERT "GIL" A. SLOAN retired July 1 from the Specialty Motor Dept. at Broadway. Having joined the company in 1944, he's planning now to "enjoy myself" in the pension years ahead. the pension years ahead.





Zimmerman

ALVIN H. VOLTZ retired from the General Purpose Motor Dept. at Taylor Street on July after 34 years with GE. Retirement means a "little bit of work and a little bit of rest" on

the way.

EMIL H. ZIMMERMAN retired from the Technical Resources Operation's Wire Mill on July 1, completing a GE career that began in 1942. He's planning now to "work and take it easy." 1942. He's planning now to "wor around the home and take it easy.





- · Dries, detangles & styles.
- Zoom dries with 600 watts on high heat & airspeed setting.
- Detangles on all 3 heat & airspeed settings. Vibrating combs glide thru wet or dry tangles and snarls.
- Styles with brush, 2 comb attachments on low heat & airspeed setting.
- Natural dry setting to dry with high airspeed, low heat.
- ON SALE NOW AT THE EMPLOYEE STORE!



Venus Fann had a chip in for a birdie, and Justine Coudret was low with 42. Kate Briegel and Maureen Murtaugh each shot 44

Gary Sykes and Al Kruetzman share low honors with 37s in Lee Shaw's league. Team 2 leads by three-and-a-half points. The Tuesday Brookwood league finds Team 6 in front by four-and-a-half points. Jim O'Neill's 39 is low for this league.

The West Broadway league's Team 2 is still in front. Jim Vrooman shot a 36, and Roy Brokaw a 38. Fred Bolton had two birdies. The lead changed from Team 4 to Team 2 in the Tuesday Foster Park league. They are out in front by two-and-a-half games.

Team 1 is ahead in the Winter Street league after the July 3 match. The South Division of the Taylor Street league is led by Team 7, while in the North it's Team 13 in front. L. Koontz and L. Putman each golf s some

Good luck to everyone in the tournament tomorrow. Even if you can't all win, it should be a lot of fun. I'll announce the winners next Friday. Have a good day, and good golfing.

# BOA1, 12', Steer, ... g 6129. TIRES, 5.70-8, for camper or boat trailer. 432-0146. DINETTE table, small, 2 chrs. Picnic baskt., dishes. 456-4851. CUTN' JUMP competition slalom ski, ex. cond. 432-9819. Be a blood donor

Continued from Page 3

ANTIQUE tables, round & sq. '67 Ford wgn., stick, 6 cyl. 483-8874. PORT-A-POTTI for trailer, new, \$60, 447-1377. BOAT, 12', steel, w-good motor. 639-

The Red Cross Bloodmobile will be at Taylor Street next Tuesday, July 22. The vacation season usually means an increased demand for blood. Please give.

## Put your heart in the right place.



BOWLING ball, 12 lb., Galaxie 300; sz. 8 shoes, \$12. 483-4386.

RUG & pad, grey wool, embossed, 9x12, good cond. 745-9675. '67 BSA cycle, 650 cc, street, ready, \$675. 749-4130.

TRAILER, 19', self-cont., tandem axle, A-1 cond. 489-3963.

BOAT, 12', flat btm., alum. Meyers & trailer, \$150, 747-5902.

BOAT, 12', flat btm., alum. Meyers & trailer, \$150. 747-5902.

ALUM. awning, 6' x 8', white, chrome posts, never used. 623-6727.

FLOORING, hardwood, Bruce, 6x6, prefinished, 1,170. 489-4627.

TIRES (2) & rims 845-15, Suburbanite, \$15. 432-3127.

'68 FALCON, 6, auto., top cond., incl. life batt., \$750. 432-0189.

COFFEE table, blonde, round & other rnd. tbls. 745-3080.

MAGAZINES, decorator & crafts & quilting. 447-4606.

'65 PONT. Cat., 4-dr., new paint, air, make offer. 745-2170.
'53 TRIUMPH, 650, rebuilt eng., old frame to paint & asm. 693-3623. C'busco.

AIR conditioner, 28,000 BTU, good cond. 636-7264 Albion.

PUPS (2), Ger. Shep., blk. & brn., 1 male, 1 fem. 489-5457 aft. 8 p.m.

TENT, 10x12', propane 2-burner camp stove. 489-3262.

CAMPER, sleeps 6 & 2 cots, stove, lantern, Nimrod. 448-3743.
'63 MERC., 4 dr. sedan, w-2 new snow tires & wheel, \$200. 745-7161.

BIKE, Schwinn, 20". Baby stroller, car bed, clothes, 748-1649.

TV, 25", color. King trombone. 432-6472.
'71 YAMAHA 650, first reasonable

TV, 25", color. King trombone. 432-6472.

'71 YAMAHA 650, first reasonable offer. 441-5413.

WALNUT console stereo, very good cond., \$50. 483-3062.

'75 JOHNSON, 6 h.p., near zero time, \$399. 432-2414.

'66 FORD, 4-dr., 6 cyl., stick, \$100. 438-3741.

TWIN bed springs. 150 gal. oil tank, will deliver. 432-9765.

GAS stove, 30", \$50. 483-6523. STEREO console, solid state. 485-7603 **WASHER**, GE, good cond., \$50. 456-

7855.

'74 SUZUKI, 185, like new. Tricylce, 20". 747-4304.

BIKE, girl's, hirrise, new, blue. 483-8706 4-8 p.m.

FREEZER, 18 cu. ft., upright, ex. cond., \$100. 623-3065 Hglnd.

PONY, part Palomino horse, part Welch pony. 483-8371 aft. 5.

RUGS (2), sheepskin, 30x60, like new. 483-6717.

**RABBIT**, \$1.50. Boy's 3-spd. bike, \$10. 749-0117.

BOAT, motor, trailer, 16', 100 h.p., many extras, \$975. 456-3258.

AIR conditioner, 16,000 BTU, used one yr. 747-0384.

MINIBIKE, 3.5 h.p., like new, \$85.

484-3917.

FORMICA kitchen table, \$10. Air cond., 1-room, \$25. 493-2241.

LAKE lot, W.wsee area, subdivision, 100x60, \$2200. 489-5408.

BASEMENT sale, July 23 & 24, 9 to 5, 1326 Home Ave.

DRUM set, Premier, 4-pc., good cond., \$350. 747-4878.

RUMMAGE sale, \$15 Mechanic, 9 to 8, July 18, 19 20.

GARAGE sale, everything, 2017 Eby.

#### WANTED

CHAIN link fence, 36", need approx. 45', 747-2913.

BABYSIT, days, 1 blk. Luth. Hosp., hot meal, fn. yard. 745-2764.

HELP w-housecleaning, first week shutdown. 743-8474.

WILL paint outside houses, garages, fences. 485-4432.

AQUARIUM, 10 gal., will pay \$4, 456-6628.

6628.
WILL do interior painting, 447-5051.
BABYSITTING in my home, 422-2938.
SWING frame for a 4' long wood hanging swing, 744-9479.

| noes improve your golf someone very close to me just go               |
|---|
| eam 1 leads the AMDO league. <b>Pete Gorrell</b> shot a 37 and 39. Hi |

APT., furn., niceloc., 3 rm., \$140 mo., util, incl. 744-8658.

UPPER, 3 rms., very nice, close GE, unfurn., carpt., adults. 422-5003.

SLEEPING room, clean, close to GE, SW, 456-1511.

| KITTEN | <b>S</b> . 747 | 25 | 16 |
|--------|----------------|----|----|
|        |                |    |    |

| ☐ Wanted → ☐ For Rent ★ | GE NE     | DLETS WS BLDG. |         | □ Riders □ Lost | War |
|-------------------------|-----------|----------------|---------|-----------------|-----|
| Free                    | ALL ADS I | MUST BE F      | PRINTED | Found           | -   |
|                         |           |                |         |                 | +   |
|                         |           |                |         |                 | 1   |

| Ads must be received only of Friday. Submit only one per form; don't include spaces. | on this form by noon Monday for publication issue, using one letter or number per box on Print phone number only on line indicated on available without regard to race, creed, |
|--|--|
| Name   | Bldg   |
| · Home Address   | Pay No   |
| Dhone  | 05.5.4   |

| Phone                                    |       |      |    |    |     |    |    | $_{GE}$ | Ext       |      |    |
|--|-------|------|----|----|-----|----|----|---------|-----------|------|----|
| * The item(s) referred business venture. | to in | this | ad | is | are | in | no | way     | connected | with | an |

GEN Form A 2 Signature PERIODICALS RECEIVED

# Shutdown vacation pay tops \$2.80 million here

There's one General Eccord benefit plan which most employees schedule two to five weeks of their lives around every year. It's called the Vacation Plan, and for Fort Wayne GE people, it's about to pay a giant \$2.80 million total during the upcoming two-

week annual shutdown of local operations! Officially, the 1975 shutdown here begins at the end of the second shift on Friday, Aug. 1; work will resume with the beginning of the third shift on Sunday, Aug. 17. Keep safety in mind, and have a happy vacation!





SROTHERS, IN-LAWS AND A WHOLE BUNCH OF COUSINS -THEY'RE THE HUGUENARD FAMILIES, AND THEY'RE CHECKING OUT PREPAREDNESS AND SAFETY BEFORE VACATION

## Bernie: staying local

Bernie Huguenard, a developmental tester in he Specialty Motor Dept. at Taylor Street, will be aking his family for a camping vacation during hutdown to Chain-o-Lakes in northern Indiana. I vid campers, the Huguenards have recently eturned from a trip to Virginia, and in the past lave traveled to Florida, Tennessee and Colorado. In addition to Kevin, age 16, and Phyllis, age 9, pictured above, Bernie and his wife Marilyn have three other children — two married laughters, Pat Barone and Michele Passineau, and a son Larry, who is in the U.S. Navy and stationed in San Diego, Calif.



## Virg: traveling west

Virg Huguenard, a standardizing technician in the Specialty Transformer Business Dept., is planning to camp with his family during shutdown amid the majestic scenery provided by Yellowstone and Grand Tetons National Parks in Wyoming, and Glacier National Park in Montana. In the above photo are Virg, his wife Gerry, and their children Dennis. age 15, and Elaine, age 13. They've also traveled with other members of the family Carol, age 18; Jim, age 20; and Edward, age 23, to several camping vacation spots, including Disney World in Florida, Chain-o-Lakes in Indiana, and local parks.

## Those affected by early shutdown can apply for unemployment benefits at GE Club

Special one-day arrangements o sign up for State Unemployment Compensation Benefits n the GE Club have been made or those General Purpose Motor Dept. employees in the Taylor Street and Winter Street plants notified of a lack-of-work week Week 31), which begins Monday, July 28. Seventeen represenatives from the Indiana Employment Security Division will e in the GE Club gymnasium on ruly 28 only to expedite the approximately 900 claims for next veek. The scheduled lack-ofwork week immediately precedes he annual two-week paid vacation shutdown for General Electric employees in Fort Nayne departments.

#### FOLLOW THESE RULES

To help keep lines of people noving quickly at the GE Club, hose employees who sign up for memployment compensation benefits on Monday should observe the following alphabetical schedule: Employees whose last names begin with the letters A hrough K should come to the GE Club between 7:30 and 11:30 a.m. Employees whose last names begin with the letters L through Z hould come to the Club between 1:30 a.m. and 4 p.m.

The GE Club is located on

Swinney Ave., just off Broadway. Men and women arriving there July 28 for sign-ups should use the Club's gymnasium entrance, next to the Employee Store and across from the GE Credit Union. Procedural directions will be given to employees as they enter

the Club

This special sign-up applies only to those employees who have been scheduled for lack of work on Week 31. If for some reason a person who is eligible to apply for unemployment compensation benefits at the GE Club on July 28

is unable to do so, he or she can apply directly at a State Employment Division Office during the week. The Fort Wayne office is at 505 East Washington Blvd., and is open Monday through Friday from 8 a.m. to 4 p.m.

When applying for unem-

ployment compensation benefits at the GE Club (or in a State Employment Division Office), employees should make sure they do the following:

• Take your Social Security card with you. If lost, the number can be taken from a W-2 form or check stub, but you should then file for a duplicate card at the Social Security Office.

• If you have fewer than four children under 18 years old, and if your wife or husband is not working and has not worked in the past year, take your spouse's Social Security number with you when reporting for benefits.

• If you have filed a claim in the past 12 to 18 months, take your old claim card with you. If lost, be sure to tell a representative handling your new claim, since a duplicated claim will hold up your unemployment compensation benefits, which in turn will hold up your Income Extension Aid.

#### WHERE TO PARK

Since July 28 is a regular work day for most GE people here, employees who will be off work but plan to sign up for unemployment compensation benefits at the GE Club that day may find some parking lots crowded. For

Please Turn to Page 3



THE GE CLUB GYMNASIUM IS THE PLACE where employees affected by next week's early shutdown of GPM Taylor Street (section 14) and Winter Street plants can sign up on Monday, July 28, for unemployment compensation benefits. Looking over the gymarea are Ray Wheeler, claims supervisor, Indiana Employment Security Division, left, and Fred Andrews, manager of the GE Employment Office in Fort Wayne.



## Response to a critical need

AT THE TAYLOR STREET BLOOD DRIVE this week, GPM employees DeAnna Reed and Carl Swihart took a stand behind Red Cross volunteer Brad White, center, to demonstrate their stand behind the need to donate, especially at vacation time. DeAnna and her husband Roger, an Area Services electrician, are going to Florida during shutdown. Carl and his family will visit the Smokey Mountains of Tennessee.

## Three named top 'transporters' for safety, work habits, attitude

Three employees have each earned recognition as "Transporter of the Month" in the transportation operation of the Appliance Components Support Operations.

Working from inputs of supervisors who nominate transportation operation employees for the award each month, a selection committee



MAXWELL BAKER



CHALMER HART



ZELMA GRUNDEN

reviews the various accomplishments of candidates based on attendance, safety habits, attitude, job performance and contributions to the GE Suggestion Plan. All hourly and nonexempt salaried employees in the transportation operation are eligible to be nominated for this distinction.

In the second quarter of 1975, the selection committee named Maxwell Baker, group leader, garage; Chalmer Hart, highway driver; and Zelma Grunden, transportation operation secretary, as "Transporter of the Month" award recipients. The following statements were made by their supervisors when nominating the three employees for their "Transporter" engraved plaques:

MAXWELL BAKER, April award: "Max's attendance record is excellent; he is on the job ready to work before time and will see the job to completion at quitting time. His safety habits are such that he is looking out for fellow employees at all times. His performance on the job has been way above the average, and his attitude has always been to do the best job possible to keep . . . equipment on the road and operating at its optimum."

CHALMER HART, May award: "Chalmer has a good safety record, and if anything in the way of an accident did occur, it was always reported promptly there was no beating around the bush about it. The attitude toward his work is without a doubt one of the best in the fleet. If you ask him to do anything special he is always willing to give it a try. Chalmer does his job exceptionally well and is wellliked by his fellow employees. I would have to say he is a Class 'A' employee and one the company can be proud of."

ZELMA GRUNDEN: "Zelma's attitude, attendance, performance and personality have helped make the transportation operation more efficient and effective. She never missed an opportunity to help anyone on any assignment. I have never heard one word of criticism directed

## Most facilities, services closed during shutdown; Credit Union, most gates to be open both weeks

Most GE people here will be Bldg. 18-1 — closed weeks 32 and a.m. to 4 p.m., Monday through taking paid vacation time during the annual two-week shutdown\_of operations which begins at the end of the day next Friday, Aug. 1. For those employees scheduled to work during fiscal week 32 (Aug. 4 to Aug. 10) or week 33 (Aug. 11 to Aug. 17), however, here's a list of what will be open and what will be closed during the shutdown period:

• Employee Store — closed weeks 32 and 33; also closed for inventory Aug. 28-29.

• GE Club — closed weeks 32 and 33; also closed week 31.

• Central Employment Office -closed weeks 32 and 33.

• Dispensaries — closed weeks 32 and 33; Winter Street dispensary also closed week 31.

• GE Credit Union — open weeks 32 and 33.

• Cafeteria (East Broadway) - closed weeks 32 and 33; vending machine service available in Bldgs. 4-6; 18-3, 8-1 and 17-3.

• Cafeteria (West Broadway)closed weeks 32 and 33; vending machine service available in Bldgs. 20 and 19-1.

• Cafeteria (Winter Street) closed weeks 31, 32 and 33; vending machine service available in office areas and main aisle locations.

• Cafeteria (Taylor Street) closed weeks 32 and 33; vending machine service available in Wire Mill, West, and H-13

• Employee Benefits Office,

Plant gates will observe the following schedules during fiscal weeks 32 and 33:.

• Winter Street main gate open 24 hours.

• Taylor Street west gate open 24 hours.

• College Avenue gate — open 6:30 a.m to 4 p.m., Monday through Friday.

• Bldg. 36 gate — open 6:30 24 hours during shutdown.

Friday.

• Fairfield Avenue gate open 6:30 a.m. to 5 p.m. Monday

through Friday. • Lindley Avenue gate — open 6:30 a.m. to 12:24 a.m., Monday through Friday, and 6 a.m. to 4 p.m. on Saturdays.

• East Broadway gate closed both weeks of shutdown.

• West Broadway gate — open

## **Business-builder with honors**



AN HONORARY DEGREE of Master of Business Building Ability was earned recently by Specialty Transformer's Dave Benson, market development specialist for the electronics market, left. Awarded by the Electronic Components Sales Dept. for "meritorious service in the development and growth of new business," the plaque was presented by George Mahon, manager of STBD's industrial sales subsection.



AREA SERVICES SUGGESTERS BECAME PRIZE WINNERS in a bonus awards drawing. Standing from left are Johnie Foster, electric clock; Gerry Koehl, accepting electric skillet for Freddie Saylor and AM-FM digital clock for Ira Dennis; Dick Bienz, electric knife; Verlin Benson, can opener - ice crusher; Marlin Medaugh, safety shoes; Jap Voirol, accepting electric clock for Robert Brown; and Stan Holocher, AM-FM radio. Seated are Paul Stemmler, electric heating pad, left, and Herman Uhrick, Toast-R-Oven, right. Dick Huhn, Area Services manager, center, was on hand to add his congratulations to the suggesters for their cost cutting efforts.

## Area Services suggesters win gifts

Coffee and cake helped whet Awards Program last week. the prize-winning appetites of 10 Area Services suggesters at a had been adopted were eligible to First Half Suggestion Bonus have their names drawn as gift

Employees whose suggestions

recipients. But the drawing didn't end there! Once 10 names were chosen, the men and women selected (or their stand-ins) drew numbers to determine the order in which they would draw again — this time for prizes. Finally, by number, the suggesters drew for their GE bonus award gifts.

Vol. 57 No. 28

about the people who help make the world's most dependable components

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EDITORIAL OFFICES: 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree **Communications Manager** Dick Knoph, Editor Rex Mericle, Chief Photographer

## No News August 1

Since many employees will not be working next week, this issue of the GE News will be the last before the annual shutdown begins here at the end of next Friday. The next issue will be published Aug. 22, the Friday following vacation shutdown.



## Caring about communication

INTERESTED IN THE OPINIONS of employees in the Broadway plant of the General Purpose Motor Dept., Barbara Bugg, GPM employee relations specialist, seated at far end of table, left, asks questions about various written and oral communication efforts in Fort Wayne GE during a "Communication Sounding Board" meeting held last week.



Hey bowlers, be sure to mark Monday, Aug. 18, on your calendars. That's when our bowling Season Starter Special of three games for a buck begins! GE Club hours for you and your friends will be 8 a.m. to 10 p.m., weekdays only, through Aug. 29.

On Tuesday, Sept. 2, our regular league schedule begins. Any persons interested in joining one of our leagues should call the GE Club, Ext. 2042. The price of bowling will be the same as it was last season — just 65 cents per game for each adult, and 35 cents per game for each junior bowler.

Our Senior Citizen's Bowling League, which was so successful last season, will start again Thursday, Sept. 4, at 1 p.m. Any person who is at least 60 years old is eligible to join in the fun. Bowlers in this league do not have to be GE retirees — the activity is open to anyone who qualifies in age. The Club special bowling rate all season is three games for \$1.

In addition, the Club offers a Junior Bowling League for any youth between the ages of 12 and 18. The league will begin bowling Saturday, Sept. 6, at 10 a.m., but parents should call the Club before this date to enroll their child. The Junior League Registration Day Round-up is Saturday, Aug. 23, at 1:30 p.m. For more information about next month's sign-up, call 422-7269.

## Summer warms pension plans









WALTER H. BUESKING chose an optional retirement from the General Purpose Motor Dept. at Winter Street after 39 years service with GE. Now he's busy fishing, traveling, and working in his garden.

**HELEN R. LEAMAN** retired from the Specialty Transformer Business Dept. on July 1. As she looks back on GE service that began in 1941, she's planning ahead for "a possible trip to Hawaii later on."

E. LUCILLE "LUCY" ALLMAN will retire Aug. 1 from General Purpose Motor's Winter Street plant. Working for GE since 1954, she now wants\*to "head for Canada, then south for the winter."

ROBERT E. BRAKE will retire from the Specialty Motor Dept. on Aug. 1, wrapping up a 42 year career with the company. During retirement plans to travel and work on projects around the house.

#### Effective date of some Pension Act sections delayed

The Secretary of Labor has by regulation further extended postponement of the effective date of some of the fiduciary responsibility sections of Employee Retirement Income Security Act of 1974 until after Dec. 31, 1975.

The "Pension Act" applies to many of GE's employee benefit plans as well as the Pension Plan.

On Dec. 10, 1974, applications were filed for these plans with the

Secretary of Labor requesting postponement of the effective date of these sections of the Pension Act so that study of just how new regulations might apply could be made. The applications were approved and the effective date of all such provisions of the Act may apply to GE Plans.

A notice of the further postponement, including a list of the various GE benefit plans being studied during the postponement, is posted on plant bulletin boards.

## If eligible, sign for unemployment benefits at gym

Continued from Page 1 the convenience of employees going to the Club, plant protection chief Tom Corneil suggests the use of one of the following GE parking facilities:

• Lindley lot -- between Lindley Avenue and the railroad tracks, east of McCulloch Park.

• Broadway lot -- between

Lindley Avenue and Broadway, next to McCulloch Park.

• Employee Store lot — on Swinney Avenue next to the GE Credit Union parking area.

COOPERATION ASKED Employees inside the GE Club are reminded that "No Smoking" signs will be enforced for everyone's protection. Club supervisor Ray Fischbach also asks that employees entering the gymnsasium on July 28 wear regular, or preferably rubbersoled shoes. The gymnasium floor requires a special high-gloss finish and protective coating, and is therefore susceptible to damage from abrasive footwear such as shoes with metal cleats.

## \$41,000 saved!

## Cutting back on a chemical solvent solves challenge to cut rising costs

Engineering talents today require more than the creative use of growing technologies. In addition to the broad knowledge and specialized skills needed on the job, engineers in General Electric have to maintain a constant vigil over costs. Scientific projections and developmental ideas can generally only stretch as far as the cash available to make them work.

In the Technical Resources Operation, keeping costs down is an on-going challenge which every employee has been charged to meet. Dick Zauner and Bennie Penkul have been doing their share, and as a result, were recognized recently for a material price reduction which will save an estimated \$41,000 a year!

Zauner, a magnet wire design engineer at the Taylor Street Wire Mill; and Penkul, a quality control specialist at the

## August campout set

Four families and two guests met at Gordon's Campground, near Kendallville, for the July outing of the GE Camping Club. The next campout is planned for the weekend of Aug. 15-17 at Monopogo, seven miles west of I-69 on State Road 120. All GE employees and retirees are welcome to take part in the next outing of the Camping Club.





WORKING TOGETHER TO CUT COSTS, Dick Zauner, a magnet wire design engineer at the Taylor Street Wire Mill, left, and Bennie Penkul, a quality control specialist at the Shelbyville Wire Mill, implemented a material price reduction of \$41,000 for Technical Resources.

Shelbyville Wire Mill, got together with various TRO customers and manufacturing employees to reduce the cost of an enameling solution used to insulate wire. Since the enamel solvent must be a particular derivative of oil, the cost to produce the coating has been skyrocketing over the past few

The enamel was being made from roughly two parts solvent to

RIDE WANTED

EAST U.S. 24 & 101 to Broadway, 2nd shift, 632-5602 Wdbrn,

paperwork and series of laboratory tests on Wire Mill ovens, however, Zauner and Penkul found that the enamel could be reduced to one-and-ahalf parts solvent to one part of resin. The employees' joint efforts in implementing the new solution, called a high solids Alkanex, resulted in the significant material price savings for TRO.

one part of resin. After a little

BROADWAY to Wolf Lake, 2nd shift. 635-2474.

#### FOR SALE

GOLD ant. satin overdrapes, 2 pr., swags, fix. incl. 432-0230.
MACH. tools & chest. Rem. 1100 trap & others. 456-2793.
HANGING baskets w-flowers, violets. 447-2760.
BIRD cage w-stand. 745-0746.
IRONER, Iron Rite, ex. cond. 639-3539 Hglnd.
'75 INDY mobile home, wooded Ikfrnt., Blue Lake. 693-3652 C'busco.
GARAGE sale, July 24-26, 9-6, 914 Schnelker, New Haven.
CHAIRS (4), kitchen, chrome, very good cond. 447-5128.
'72 YAMAHA 650, 4700 mi., ex. cond., \$1150. 489-5635.
'68 SCOUT, 4-whl. drive, snow blade, new tires & paint. 747-4746.
BIKES, pedal, brakes, 1-24", 3-20", \$15 ea. Pups, poodle. 743-8219.
FURN. mob. home, cent. F.A., good cond., poss. 1-76. 745-3530.
CARTOP luggage carrier, box type w-side rails. 745-0662.
FIREPLACE & accessories, artificial. 747-5205.
AIR conditioner, window, 7,000 BTU. 489-6391.
GE TV, 19", \$20. 745-5587.
TOASTER, gossip bench, living rm. lamps. 2316 E. Pontiac.
NEW plastic pipe, 1½", 100', \$30. B&D lawn edger, \$25. 592-7279 Decatur.
NORELCO triple-header, \$35. TV, used very little, \$10. 422-6330.
JOHNSON motor, 2½ h.p., \$40. 483-0317.

JOHNSON motor, 21/2 h.p., \$40. 483-

0317.

'72 HOUSE Car, 14', Penguin, first \$600. 834.4856 Warsaw.
CRIB, 6 yr., scale, bathinette, 2 potty chrs., make offer. 456-6780.
SOFA, chair, & stove, GE, self-clean oven. 447-1142.
STOVE, elec., very good, white, 30" oven, \$40. 747-4364.
STEEL boat & motor, 3.6 h.p. 639-6129.

6129. **SHUTTER** pnls., (6), int., assmd., mvbl., louvers, 36Lx40 ½W. 747-9606.

9606.
COLOR TV, needs picture tube, make offer. 745-0443.
BATHINETTE & baby crib. 493-1010.
COSCO (mesh) playpen, like new, \$15. 489-9656.

Please Turn to Page 4

# Ballot due August 22

## **QUARTER CENTURY CLUB BALLOT** Vice President — elect 1 for two years

\_Nyla Wilkinson — Decatur Harry Massonne — Decatur Treasurer — elect I for two years \_\_\_\_ Bob Wildermuth — Taylor Street \_\_ Carl Click — Broadway Director — elect 1 for three years \_\_\_ Earl Stauffer — Broadway \_\_ Melvin Kiessling — Winter Street Director — elect 1 for three years \_\_\_ Martha Newell — Broadway \_ Mary Stewart — Taylor Street Assistant Secretary — elect 1 for two years \_\_ Virginia Simon — Broadway \_\_\_ Edna Bailey — Broadway QUARTER CENTURY OUTING RESERVATION

I (will) (will not) attend the Quarter Century Club outing Sept. 6 at the Memorial Coliseum.

Send this form to: Beth Jacobs, General Electric, Bldg. 19-5, 1701 College St., Fort Wayne, Ind. 46804.

SIGNATURE\_



## **Employee Store** adds values to vacation

AT LEFT: Employee Store clerk Debbie Bowers reminds GE people that a little music in the car can make their long vacation trips a lot more enjoyable. The Employee Store has a complete line of eight-track and cassette tape players and radio-tape player combination units on display. Pirk the one that's right for your car. Pick the one that's right for your car, and travel during shutdown listening to the kind of music you want to hear!



## **SENTRY 24-HOUR TIMER**



#### TURNS LIGHTS ON & OFF **AUTOMATICALLY.** DAY AFTER DAY

- Makes A Vacant Home Look
- Discourages Burglary and
- Turns Appliances Up To 1800
  Watts On And Off

ONE WEEK ONLY (JULY 28 - AUG. 1)

\$6.49

Designed for big, loud sound with 2-speaker system, tone control and automatic sequencing.

- 6½" woofer and 2¼" tweeter for big sound. • Continuous tone control. • Stereo tape head with monaural amplifier. . Mike input jack for singalong or P.A. public address.
- Sing-along microphone gain control. • 3-way power capability: 8 "D" batteries (not included), AC or optional auto/boat adapter. • Colors: 3-5501

Bass Blue, 3-5502 Treble Red or 3-5503 Gunmetal Grey.

## You may be enjoying a vacation break, but your GE benefits will still be working!

While you're taking things easy during the upcoming shutdown vacation, the benefits in your General Electric job package will still be hard at work!

Remember to carry your GE-Blue Cross identification card any with you while you're traveling. If a situation arises which calls for a visit to a hospital, just show your card to verify coverage. If your card isn't immediately available, report your GE-Blue Cross identification number,

In Memory

GEORGE ESHELMAN, 7204 Corline Dr., Fort Wayne, died April 12. He retired last April from Hermetic Motor.

DALE E. HOBSON, R.R. 1, Hudson, Ind., died April 13. He retired in 1973 from General Purpose Motor.

ELMER W. AUMAN, 930 Pemberton, Fort Wayne, died April 14. He retired in 1963 from Bldg. 19.

Return postage guaranteed

Fort Wayne, Ind. 46808

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641 Growth Ave.

Address correction requested

which is simply the letters "GEC" plus your Social Security number.

If you or a member of your immediate family need medical aid, be sure to get receipts for 'doctors' services or

Continued from Page 3

GERM. Shep., 10 mo., fem., loves kids, great watchdog, \$35. 489-3412.

AQUARIUMS & minibike. 747-3805.
STOVE, 24", apt.-size, btld. gas, \$25.
744-5616 aft. 5.
WINDOW fan, 20". 483-1757.
DOLL, "Dawn" w-revolving fashion show. 747-5461.
RUG, Wilton, 9x12, \$50. 428-0853 aft. 5.
ANTIQUE buffet w-mirror. 493-2241.
DRAPES, gold, perma prest, w-thermal gard, \$60. 489-4862.
AQUARIUMS (2), 20 gal., w-stand & access., \$85. 449-0558.
'73 BOAT, trailer, Little Dude, 1700 lbs. 447-2879.
'61 CHEVROLET Impala, runs good, \$50. 425-6421.

\$50. 425.6421. CHAIR, large, green. 483-6109. BIKE, boy's Schwinn, 26", 3-spd. 745-

4500.

MAGAZINES: Life, Electronics, Physics, etc. 747-3078.

'73 CAMARO, Z-28, 4-spd., blue wwhite stripes. 691-4778 Col. City.

HUTCH, TV, record, radio comb., bl. & wh. 744-3645.

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medicines. Receipts must show the name of the patient, date the service was performed, diagnosis (if possible), prescription number, date of purchase, amount charged, and name of the pharmacy.

'69 GTO, good cond., \$1200. 747-3613.
'66 VW, runs good, engine rebuilt, gd. fires, battery. 672-2580 Rnk.
STEREO, 2-spkrs., on stand, like new, \$35. 445-0523.
USED 2x4s & roof sheeting. 744-5125.
AIR cond., 7,000 BTU, \$20. Lg. hndld. grass shear, bat., \$9. 744-3807.
OUTDOOR furniture, redwood, 4 pcs., good cond., \$50. 745-4463.
RECLINER, 3 pos., \$15. Wash & dryer, elec., \$75. Gas stove, \$50. 425-6913.
WAGON hoist for 8000 tractor. 623-6826.



by Steve Heckman

were played — finally!

Dick & Bill's continued their winning way by edging out Easy Riders 8-7; the Easy Riders then split their twin bill by nosing out

Finance also split their double header by beating Area Services

Notice: The Short Circuits finally won a game! They held on to an early lead to squeak by the Super Stars 12-11.

Dick & Bill's whipped Area Services 13-5, and the Super Stars came back and stomped the Short Circuits 21-8.

The official GE Club softball league standings are as follows: Dick & Bill's, 10-2; Easy Riders, 7-3; Super Stars, 7-5; Finance, 5-6; Area Services, 3-9 and Short Circuits, 1-8.

Weekly Sickness and Accident Insurance and your Life Insurance and Accidental Death and Dismemberment Insurance coverage also continue while you're on vacation. If you're covered by the optional benefit

BICYCLE, boy's, 26 inch, 5-speed, Schwinn. 483-4589.

'73 DODGE pickup, ½T., low mi., V8, 3-spd., good. 632-5416 Wdbrn.
PLAYPEN, folding, woodeh, 40x40, ex. cond., \$20. 749-2564.

WINDOW, 9', thermopane, w-new storm sash, \$60. 447-3719.

MORRISON tool boxes & ladder rks., \$175. 485-5886 aft. 3:30.

BED set, 2 pc., full matt. & bx. sprgs., \$45. Refrig., \$75. 425-6913.

#### WANTED

BOLT action military carbine, reasonable. 749-0298.
ENGLISH forward seat, saddle & bridle. 456-1450.
LARGE vise and large wrench or socket set. 344-3483 Hntgtn.
AWNING for small camping trailer.

BOARDING & grooming, small dogs. 745-2724. HI-HAT cymbals, 14" or 15". 489-

5770.

CAP for ½ ton Int., in good shape.
483-8567 aft. 5.

CARTOP sailboat, good cond., reas.
price. 484-1920.

TO RENT self-cont. ¾ ton truck
camper in Aug. 745-7677.

CHILD'S swing frame to use for 3'
wood porch swing. 744-9479.

WILL paint outside houses, garages,
fences. 485-4432.

#### FOR RENT

UPPER 3 rms., very nice, close to Bdwy. GE, cpt., adult. 422-5003. HOUSE, 3 bdrm., stove & refrig., \$120-mo. in Hntrtn.637-5364.

GEN Form A 2

plans of Personal Accident Insurance and Long-Term Disability Insurance, they'll be working for you too.

And if you're a participant in one of the General Electric savings plans, your account will continue to build while you're on vacation unless you've requested suspension of payments during that time. Normal payroll deductions will be made from your vacation pay, and the company will credit its regular matching payment allocations to your account while you're enjoying the Vacation Plan benefit of pay for time not worked!

## Forty years at GE



DeWALD SLATER

| ☐ For Sale ☐ Wanted ☐ For Rent ☐ Free | AL | G | E N | EW | s B | TS<br>LDG<br>BE | G. 1 | TED | [ | ]<br> <br> <br> <br> | rs V | anteo<br>Vant |
|---------------------------------------|----|---|-----|----|-----|-----------------|------|-----|---|----------------------|------|---------------|
| Ads must be Friday, Subm              |    |   |     |    |     |                 |      |     |   |                      |      |               |

national origin or sex.

Name\_ Home Address \* The item(s) referred to in this ad is are in no way connected with any

## Safety performance rated as 'excellent' at SMD Taylor Street, observers told

hear Ribout At hin the Specialty reported:
Motor Dept. at Taylor Street "Accor were trained to watch for violations of the rules. Safety observers for the SMD plant met recently with Tom Corneil, plant protection chief for Fort Wayne GE, and Gerry Koehl, plant protection supervisor in the Taylor Street and Winter Street plants, to review various safety measures and equipment available to them.

Before introducing the plant protection speakers, SMD Taylor Street superintendent John Lary

The topic was safety, and the thanked the group for "excellent more of which to be proud. men and Mainten Lwholcame to safety performance." He

> "According to OSHA (Occupational Safety and Health Act), the national average of recordable incidents \* in our department's particular industrial code is 10.8 per 100 employees per year. In the first quarter of 1975, the average for all of GE was 7.5 incidents per 100 employees. At Specialty Motor's Taylor Street plant, our average was only 2.3 in the first quarter."

Corneil and Koehl spoke primarily about fire protection at GE, and here again, there was

"The GE volunteer fire department in Fort Wayne is one of the largest in the State of Indiana," Corneil said, "and Fort Wayne has one of the lowest loss records due to fire damage of any GE major plant location. Of the millions of dollars for which our plants and equipment are insured," he added, "our losses in 1974 represent 668-millionths of a dollar for every dollar insured!"

\*Any injury or illness related to work for which a person has to see a doctor more than once.

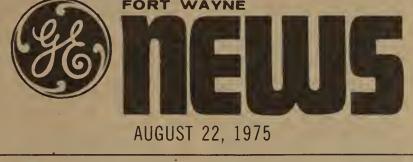


## It takes plenty of planning

CAMPAIGN STEERING COMMITTEE members, from left, Pete Peters, TRO; Ron August, HMO; and Bob Till, GPM, get together to map out key objectives of this year's upcoming Employee Community Services Fund (ECSF) drive. Peters represents General Electric here, August represents IUE Local 901, and Till represents IAM Lodge 70.



"TO FIGHT A FIRE, you have to know what started it and what it's made of," explained Gerry Koehl, Taylor Street - Winter Street plant protection supervisor. He discussed the contents and proper use of the various types of fire extinguishers in GE locations here with safety observers from



Cool reward at SMD!

See Page 2



"YOU ARE OUR EYES FOR SAFETY," said John Lary, Taylor Street plant superintendent for the Specialty Motor Dept., before presenting a group of men and women with "Green Cross for Safety" lapel pins which will identify them as trained safety observers for the plant. From left are Lary; safety observers Joan Ort and Gerald Widner; plant protection chief Tom Corneil; safety observers Jean Bredemeyer, Percy Moore, Joe Bell, Delbert Logan and Jim Smith; and Winter Street - Taylor Street plant protection supervisor Gerry Koehl. Not present for the photo was SMD safety observer Linberg Bryant.

## Minority youths learning of professional careers at GE through discussions with employees here

Many local youths are being exposed to General Electric's PIMEG (Program to Increase Minority Engineering Graduates) efforts through "right on" talks by several employees here.

As part of the company's ongoing commitment to Equal Opportunity and Minority Relations, three employees recently visited the Oxford Center in Fort Wayne to discuss future opportunities available to black children who are currently enrolled in a summer tutorial program of math, science and reading. Willie French, manager of Affirmative Action programs, Employee and Community Relations Operation; Larry King, product application specialist, Specialty Motor Dept.; and Jim Whitt, product planning specialist, also from Specialty Motor, stressed the importance



DISCUSSING FUTURE OPPORTUNITIES with minority youths, GE employees Jim Whitt, seated left; Willie French, seated second from right; and Larry King, standing third from right, join in a summer tutorial program in the Oxford Center, Fort Wayne. They spoke at the invitation of program volunteers Charles Smith, standing left; Linda Verdayan, seated center; and coordinator Peggy Turner, standing right.

of continuing an education as the kids up with fancy words, we'd first step toward reaching a professional career. Often relating their own work experiences to the summer students, French, King and Whitt promoted PIMEG and provided a broad overview of GE here in language meaningful to their young audience.

"When I was a kid, I heard about engineers, but it sounded like something that was so distant that it would be impossible to reach that height," French recalls. "There are a lot of minority kids who just don't know what professional careers are all about," he adds, "but they're never too young to start hearing about them, and that's what we're trying to do."

French says he and the other GE employees who come to talk to groups of youngsters try to maintain a casual atmosphere. "We try to give the kids something other than they hear in school," he notes, "but if we got too structured in our presentations, or started hanging the probably run into the same problems teachers face in a classroom."

The Oxford Center is far from a sterile classroom environment. Actually an older home on Oxford Street, the Center provided a good surrounding to put children at ease during the GE employees' PIMEG discussion. About a dozen black youths ranging in age from nine to fifteen receive tutoring there during the summer. They are identified in the schools during the academic year by local chapter members of Delta Sigma Theta sorority, who also volunteer their time to teach

in the program. French approached members of the sorority to "piggy-back some of our efforts with theirs,' he says. "They do a lot of good work in this community, and GE is interested in reaching many of the same types of objectives.

"Any goals are possible," French concludes, "but we're telling the kids they've got to get started on them now."

## Biting into challenges of business during lunch





A "CHAT & CHEW" SESSION held before vacation shutdown gave interested salaried employees in Specialty Motor's Taylor Street plant the opportunity to question department general manager. Dave Gifford and his staff about the current and future state of the business. Conducted during a Wednesday lunch period, Gifford, top left foreground, and marketing manager Bill and marketing manager Bill Fenoglio, top right foreground, filled employees in on customer demand, competitive concerns, and measures being taken to strengthen the department this year and in 1976.





## into the net asset value of the Fund. In-plant courses to begin; employees can enroll in Business and Manufacturing Studies program

January

March

April

May

**February** 

First half shows gradual climb

of GE stock, fund unit average

**GE Stock** 

\$35.500

\$41.757

\$46.369

\$46.458 \$47.833

The stock price is the average of the closing prices of GE stock on the New York Stock Exchange for each trading day in the calendar month. The fund unit price is the average of the daily fund unit prices, determined for each trading day of the New York Stock Exchange in the calendar month by dividing the number of fund units

of 1975 under the Savings & Security Program:

Here are the average GE stock prices and the average fund unit prices used in the crediting of participants' accounts for the first half

Business and Manufacturing Studies courses designed to help authorized General Electric employees here improve their personal and job skills will again be held this year. Enrollments are currently being accepted for the 1975-76 academic year, according to Hollace McKinley, coordinator of the studies program. Courses will be conducted in-plant, one night a week after working hours. Salaried employees may sign up for a full two-year program or for selected

For further information about Business and Manufacturing Studies courses, enrollment procedures or prerequisite requirements, interested employees should see their immediate supervisors. The following courses are scheduled to begin during the Fall semester:

individual courses.

MFG-25 — Introduction to Accounting Principles is scheduled to start the week of Sept. 8, with a period of self-study prior to that time. Coverage includes basic accounting concepts and principles, balance sheet and income statements, records and systems, and analysis of financial statements.

MFG-220 — Data Analysis and Probability Evaluation is a comprehensive 12-week course beginning the week of Sept. 8 on the measurement and analysis of data. It includes variation and its causes, sampling techniques, probability distributions, graphical methods, and other data analysis topics.

MFG-240 - Introduction to Marketing is also scheduled to begin the week of Sept. 8. This is a dynamic nine-week course for both experienced and entry level personnel in any function whose position requires interfacing with, or knowledge of marketing. Stress is on product planning, pricing, sales forecasting and product service.

MFG-125 — Operating Costs, **Budgets and Measurements will** start the week of Sept. 29. This "money-management" 10-week course exposes participants to analysis of department financial statements, cash flow, inventory evaluation, budgetary control, break-even analysis and other topics of importance to the role of numerically controlled financial operation of a business.

MFG-111 - Introduction to Computers is a challenging course in the analysis and solution of problems using a timesharing computer. Beginning Oct. 27, the 10 sessions will cover flow diagrams, elementary machine language and basic programming.

Fund Unit

\$20.289

\$22.706

\$24.499

\$25.213

\$27.056

\$27.371

MFG-250 Production Engineering will start the week of Nov. 10. This compact, fiveweek course discusses engineering in a manufacturing business and the effects of the engineering design of a product on manufacturing performance.

MFG-217 — Quality Control starts the week of Dec. 1. This 12week course stresses the importance of product quality and the costs associated with quality. The student will become familiar with the total quality control system, product and process control planning, statistical applications and acceptance sampling.

MFG-108 - Manufacturing Materials and Processes is scheduled to begin the week of Dec. 8. This 12-week course stresses the materials and processes needed for a typical manufacturing organization with regard to mass production, jobship techniques, properties and selection of materials, and the

## Getting their just desserts!

Employees in the Specialty Motor Dept. at Taylor Street enjoyed the last hour of their work day before vacation shutdown by nibbling on free ice cream sandwiches and leafing through give-away pocket atlases. Some who solved a special mystery vacation puzzle also won prizes during the ice cream send-off.

SMD people earned them for an "XLent" June, a top month for cost reduction, productivity, quality costs, safety, inventory control, presenteeism and customer service.





The first place winners of the July 19 General Electric Tournament are as follows: Flight No. 1: net — Terry Bashelier; gross — J. Vrooman. Flight No. 2: net - D. Dochterman; gross - Steve Riedel. Flight No. 3: net — G. Edwards; gross — H. Helberg. Flight No. 4: net — M. Marks; gross — B. Fritz. Women: net — Justine Coudret; gross - Maureen Murtaugh.

The Auf Gufens are still number one for the women. Low honors go to Kate Briegel with a 43, and Ileen Emlich with a 42. The AMDO League puts Team 3 in front. Pete Gorrell shot a 33, 38 and 39; and Tony Wichman also shot a 39.

Taylor Street Owl League shows Hiatt-Downing leading Division I and Stark-Edwards in front of Division II. Sutton's 35 is low. FMP's Team 5 is in front. The Tuesday Brookwood League is very close with Team 6 in front by one-half point. Al Kruetzman shot 36, and 37s were recorded by Gary Sykes (2), Kruetzman, Terry Bashelier and Dick Parlo. Kruetzman, Earl Stauffer, Dick Parlow and Fred Whelchel

In Lee Shaw's League, Team 2 is in first place. Gary Sykes and Bill Kayser each shot 37. Bud Snyder's South Division is led by Team 7, and the North Division by Team 13. F. Houser shot a 36, Zwick shot 38, and Cole shot 39. The Tuesday Foster Park League places Team 2 in front by four points. West Broadway is led by the Duffers. Roy Brokaw has shot 36 his last three times out. Winter Street's Team 1 is in front by two points; Kayser's 38 is low.

The playoffs will be at Colonial Oaks on Sept. 13. There will be a Florida Scramble at Brookwood on Oct. 4. Call the GE Club today and get a tee-off time.

It's funny, isn't it? Men blame fate for their accidents, but feel personally responsible when they make a hole-in-one.



Vol. 57 No. 28

about the people who help make the world's most dependable components

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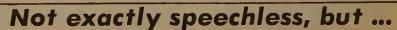


before shutdown with Finance finishing strong to tie for third place. Finance clipped both ends of their double header, 9-4 over Area Services, and 14-4 bombing the previous third-place Super

Dick & Bill's wound up regular season champs with the best record — 11 wins, 2 losses — by whipping the Short Circuits 21-2. The Easy Riders eased by the Short Circuits 14-11, and in still another night's games captured a double header from the same Short Circuits 11-8 and 5-3.

Final league standings are: Dick & Bill's, 11-2; Easy Riders, 10-3; Super Stars, 7-6; Finance, 7-6; Area Services, 3-10, and Short Circuits, 1-12.

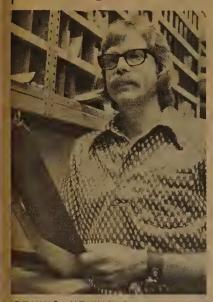
The first round of the Double Elimination Tournament began July 28, and the final rounds are being played now.





STUDENTS STUTTERED as they tried to read a script in the Technical Resources Operation's sound laboratory. Accustomed to hearing their own speech through their ears (air noise) as well as through bone conduction, reading became difficult when their tape recorded voices were played back with air noise delayed by a fraction of a second. The tour was sponsored by the Indiana Institute of Technology.

## They're in the money -- 10 suggestions total more than \$2,000!



DENNIS NEWHARD, a shipping clerk in the transportation operation of the Appliance Components Support Operations, earned \$415 in the GE Suggestion Plan by helping truck drivers and the company save time. His idea to weigh trailers as soon as they null away from the loading dock they pull away from the loading dock eliminates wasted time formerly spent by drivers in backing up with their trailer loads and sometimes waiting for cargo to be reloaded to assure proper weight distribution along the road.



OLIVE LEWIS, a quality control inspector in General Purpose Motor's Taylor Street plant, earned \$384 for Taylor Street plant, earned \$384 for her suggestion to tape winding tickets to stators being sent through as repairs or misses. Before implementing her idea, work flow was interrupted and time was lost when employees in the test area received stators, then had to look up welding and test data. Now, the information they need is on the winding ticket attached to the stator when they receive it.



WILLIAM ANDERSON earned \$275 in General Rurpose Motor for an idea which resulted in quadrupling the output of a particular phase of developmental testing at Winter Street. On the equipment available, only one set of winding joints could be tested at a time. The suggester developed and built a special control circuit that now permits four sets to be tested at once. His \$275 award was presented in addition to a partial payment of \$56 initially made on this idea.



TOM SCHLOTTERER, a stock-keeper in the Specialty Transformer Business Dept., saw that reordering wedging material in designated sizes for use in large 'transformer coil for use in large 'transformer coil windings was an expensive move for the department. Instead of filling warehouse shelves with more wedging material, he suggested using different sizes of wedging material, which could be adapted to a product's requirements and were already on hand. His idea to help reduce inventory earned \$225.



ARTHUR FISHER earned \$150 in the General Purpose Motor Dept. at Broadway for his suggestion to eliminate tying coils to the pulley end of a particular line of stators. A wedge provides an adequate hold to keep coils in place on the stator, and the suggester noted that the ties formerly used on the pulley end sometimes came loose during a dipping process, causing the stator to be sent to a repair operation. Getting rid of the ties also got rid of that



BETTY GENTILE, secretary, submitted an idea to get by with less janitorial service in the office areas of the Winter Street plant. She suggested cutting back on the number of times outside contractors who are hired by General Electric come to the plant each week. Installation of various dispensing facilities at that General Purpose Motor plant also resulted in a cost savings by reducing the need for matron service. The suggester was presented a \$140 award for her idea:



JOSEPH ALEXANDER earned a \$125 suggestion award in the Winter Street plant of the General Purpose Motor Dept. for his idea to design a "dereeler" for sheets of insulation which go into core insulating machines there. Because the rolls around which this insulation is wrapped are large and often cumbersome to handle, the suggester pointed out that a simple device could be built to help assure a smooth unrolling of the material prior to its use in production.



ELOISE KARTHOLL saved time, paperwork and storage space by suggesting that written tests on 40-frame tachometer generators be discontinued at General Purpose Motor's Broadway plant American Broadway plant Broad Motor's Broadway plant. An engineering assistant in Bldg. 4-4, she determined that the information on these generators could be filed by engineering personnel if written tests are found to be needed at a later date. Her idea was adopted and she earned a \$120 suggestion award for her cost-cutting effort.



PAUL VANHORN earned \$107 in the Taylor Street plant of the General Purpose Motor Dept. for his suggestion to save labor and reduce material costs. Material used for terminal boards to make switches and relays had to be cut in half before production could continue. The leading operator suggested that the department simply buy smaller boards, which are less expensive than the ones which were formerly used and don't need to undergo the extra step of being cut.



MARGARET KERN helped eliminate duplication of effort with her idea to post information regarding dispensary passes directly on a particular form. Prior to her suggestion, foremen filled out dispensary passes for employees, and time clerks had to transfer information to another form. Now the necessary information is written directly onto the form, which saves time and reduces the possibility of errors. The suggester earned \$104 at GPM's Taylor Street plant.



RIDE WANTED

**ZANESVILLE** area & South, for 2, 8-4:36. 638-4219.

RIDERSWANTED

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279. CHURUBUSCO to Broadway, 8-4:36.

### FOR SALE

'73 KAWASAKI, 100 cc, low mi., ex. cond., \$400 firm. 627-2429 Grabill.
'69 MOBILE home, furnished, 2 bdrm., ex. cond. 447-9439.

WIRE dog cage; paint sprayer, compressor w-gun. 447-2760.
'69 CHEV. Impala custom, 350 V8, 2-dr., HT, runs good. 622-4744.

DRAPES, gold, permaprest, w-thermalgard, \$60. 489-4862.

MINIBIKE, 4 h.p., Trailcat, runs great, must sell, \$55. 432-9871.

SHEERS, 1 pr., pleated, eggshell, 84x124, fine cond. 485-4451.
'67 PONTIAC conv., new top, good tires, \$500. 485-8491.

SVIMMING pool, '24' x 48", used ½ year, all equipmt. 485-3318.

STOVE, gas, 30", \$75. 748-8647.
'48 DODGE truck, 36,000 mi. Auto. washer. 432-2129.

SHIRTS, slacks, boy's sz. 16, 18. Shoes, sz. 7, 12. 485-8530.

AIR conditioner, GE, \$175. Elec. range, \$100. 693-3740 C'busco.

HOUSE, 8 rm., S.E. on McCulloch St., \$3,000 cash. 745-0859.

BABY carseat, GM. Dressing table, mat. clothes. 639-6618 Hglnd.

NIAGARA heat & massage pad & hand unit. 485-4449.

TIRE, Firestone deluxe champ F78-15, ex. cond., \$10. 485-5272.

TRAVEL Mst., 23', tandems, tubshower, clean. 456-1570.

DANISH modern settee & chair, brown, \$25. 447-5803.

ELEC. service box, 100 amp. 3 h.p.; fuse box, 30 a., 2 pole. 432-9138.

SHOWER stall, white, terrazzo base, \$25. 744-5616 aft. 5.

'72 HONDA 500 four, must sell, best offer. 456-6133.

SINGER port. sewing machine, \$12. 456-8170.

456-8170.
BICYCLES (2), 26", 1 Schwinn, 1
Huffy. 637-3303.
'71 TOYOTA truck. 625-4970 aft. 6.
PUPPIES, AKC poodle, silver, males. 745-2724.
REGISTERED Corriedale ram, \$45.
638-4559 Yoder

638-4559 Yoder.

DOG HOUSE for med. size dog, insul.

DOGHOUSE for med. size dog, insul. 745-5139.

POOL table, ping pong table, good cond. 432-6594.

BOWLING ball, bag & shoes, all for \$15. 422-7739.

MOWER, riding, elec. start, 25" cut, needs batt. 485-4063.

'65 CHEVELLE conv., state insp., runs good, \$100. 432-3309.

TRAVERSE rods, 2 new, 4 used. Readers Dig. cond. bks. (5). 456-8172.

PLASTIC water pipe, 11/2", 30'. 639-

3601.
PATIO sale, Fri., Sat., Aug. 22, 23, 9 to 8, 4913 Salem Lane.
TOPCOAT, man's, 38, \$5. Twin bd-sprds, florl. shwr. ct., \$10. 486-1605.

KAWASAKI, 125, low mileage, warranty, \$850. 745-1110.

COMB. storm door, 36 x 80. 55 gal. steel drums, \$6. 489 9453.

'70 MAVERICK, clean, new paint, good mileage. 749 4485.

SPACES (2) at Lindenwood Cemetery. 622-4094 Ossian.

MUMS, 4 colors, African Violets. 485-1224.

WHEEL Horse, 7 h.p., w-32" mower & 24" tiller w-6 h.p. engine. 432-1020.

1020.

REDUCING machine. 425-8124.

FREEZER, chest-type, 400 lb. used 1
yr., \$125. 422-3963.

TOPCOATS (2), 2 suits & extra pants,
sz. 38 or 40. 483-6717.

PANELS, used little, like new, 48x46,
make offer. 489-5770.

'68 IMPALA, air, 307, 74,000 mi., good
2nd car, \$650. 1865 Hobson.

BOAT, 15', Larson, 70 h.p. Chry.
motor & Gator Trlr., \$1000. 7472054.

'71 WHEEL Camper, foldout, ice box, sink, slps. 7, \$750. 747-2309.
'59 STUDEBAKER, 44,000 miles, \$50. 432-6287.

Please Turn to Page 4

## Flag Football begins

The General Electric Flag Football League is about to begin its new season. Any person or team interested in playing should notify the GE Club by Aug. 29 for registration. Employees who are currently on lack-of-work status should call the GE Club, Ext. 2042, or Ron Stewart, Ext. 2160, for eligibility requirements.



## Alley Chat **Debbie Bowers**

Bowlers!! There's still one week left to get that rusty bowling approach back in shape at the special three-games-for-a-buck price. Our hours are 8 a.m. to 10 p.m. weekdays only. After the Labor Day weekend, our regular hours will be 8 a.m. to 11 p.m. weekdays, 9 a.m. to 11 p.m. Saturdays, and 1 to 10 p.m. Sundays.

Open bowling and league bowling are always open to the public as well as to GE employees, but the GE Club offers a few extras you can't find at other alleys — such as Club paid league sanction fees, special trophy awards, ham and candy prizes, plus a free banquet at the end of the bowling season!

There are openings in several of our leagues for individuals or teams, particularly for our morning leagues.

League organizational meetings are now being scheduled at the GE Club for all league members, with the Monday Night Office League set for Monday, Aug. 25, at 7 p.m.; Hermetic League on Tuesday, Aug. 26, at 7 p.m.; and Kings and Queens Mixed League on Wednesday, Aug. 27, also at 7 p.m. The Wednesday Owl and Thursday Owl Leagues will have a combined meeting Aug. 27 at 9 a.m. To find out about other league meeting dates which may have been scheduled too late for this publication, call the GE Club, Ext. 2042.

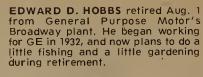
And for all youth — remember the Junior League Registration Round-up Day at the Club on Saturday, Aug. 23 (that's tomorrow), at 1 p.m. Anyone between the ages of 12 and 18 is eligible.

## Retirement roster grows as six more take it easy

EUGENE F. BERG retired on Aug. 1 from the General Purpose Motor Dept. at Winter Street. Looking back at GE service that began in 1936, he'll retire now to a new home and lifestyle in Florida.

DOROTHY M. BLUME also retired form GPM Winter Street on Aug. 1. She joined GE in 1947, and will be going with her husband Art, a recent SMD retiree, to visit family members in the State of Washington.

KENNETH H. FRENCH retired Aug. 1 from General Purpose Motor's Taylor Street plant after more than 45 years service with GE. He's off to New Orleans to hear the jazz clarinet of Pete Fountain.



IDA M. PRICE plans to "enjoy retirement" which began on Aug. 1. She bid her farewell to her friends at GPM's Taylor Street plant after completing a General Electric career that began in 1951.

HENRY E. VANCE retired Aug. 1 from the Specialty Motor Dept. in Bldg. 12. Wrapping up GE service that began in 1941, he says now, "1"Il do what I feel like doing, whenever I feel like doing it."



Radios and Tape Recorders—great to take back to

Your GE Employee Store is now offering special low

cash rebates when you buy!

Come in today and see the Back-To-School Specials and ask for your Back-To-School Rebate Coupon.













Price

French

Vance

The men and women listed below retired during the second quarter of 1975 and have chosen not to have their

pictures appear in the GE News. Following their names are the General Electric locations from which they retired and their service dates with the company

FLORENCE E. BADGER, General Purpose Motor Dept., 1942. REINHARD F. BENZINGER, Specialty Transformer Business Dept., 1940.

Dept., 1940.
WILLIAM C. BLOCH, Specialty
Transformer Business Dept., 1946.
AGNES L. BROWN, General
Purpose Motor Dept., 1946.
WAYNE W. DIBERT, General
Purpose Motor Dept., 1941.
FREDA H. FLAUGH, \*General
Purpose Motor Dept., 1943.
NOLAN C. LOWDEN, Technical
Resources Operation, 1941.
GEORGE E. MALONEY, Hermetic Motor Operation, 1935.
DANIEL A. REUILLE, Specialty
Transformer Business Dept., 1942.
HUBERT E. SHERLOCK,
Specialty Motor Dept., 1942.
DONA R. SMITH, Specialty Motor
Dept., 1944.

Dept., 1944.
ALICE A. SORDELET, Specialty

Motor Dept., 1954. WILLIAM A. SWIM, Specialty Transformer Business Dept., 1947.

Forty years at GE

## In Memory

ARTHUR HICKMAN, 2120 Senior Dr., Fort Wayne, died April 16. He retired in 1955 from the Winter Street plant.

LEO J. MILLER, 3036 Tacoma Ave., Fort Wayne, died April 18. He retired in 1949 from General

JOSEPH B. KUEHNER, R.R. 1, Churubusco, Ind., died April 18. He retired in 1966 from Hermetic Motor.

BERNARD R. CHAPMAN, 427 Prospect Ave., Kendallville, Ind., died April 24. He retired in 1974 from Specialty Transformer.

DANIEL F. BARNHART, 2011 Pauline St., Fort Wayne, died April 25. He retired in 1960 from General Purpose Motor.

GLADYS R. ELLIOTT, 3510 Forest Ave., Fort Wayne, died April 28. She retired in 1958 from Specialty Motor.

MARTIN KIMBLE, R.R. 1, Albion, Ind., died May 2. He retired in 1955 from the Technical Resources Operation.

JERRY McKOWN, R.R. 1, Box 88, Butler, Ind., died May 7. He retired in 1973 from General Purpose Motor.

JOSEPH E. BACON, 3919 So. Clinton St., Fort Wayne, died May 8. He retired in 1963 from Hermetic Motor.

OTTO C. MILLER, 9322 Illinois Rd., Fort Wayne, died May 10. He retired in 1957 from Specialty

HARRISON M. BENNETT, 4512 So. Hanna St., Fort Wayne, died May 10. He retired in 1953 from Specialty Motor.

CLETYCE E. LENZ, 3310 Sequayah Pass, Fort Wayne, died May 11. She retired in 1961 from

GUY MILLER, 3819 W. Willow St., Lansing, Mich., died May 21. He retired in 1962 from General Purpose Motor.

**FERDINAND** L. BRIDGE, R.R. 1, Larwill, Ind., died May 22. He retired in 1972 from Specialty Motor.

ARLENE M. WINEBREN-NER, 1934 Fox Point Trail, Fort Wayne, died May 22. She retired in 1974 from General Purpose Motor

ALBERT E. ENGLISH, R.R. 2, Pierceton, Ind., died May 23. He retired in 1967 from Specialty Transformer.

S. STANLEY MARQUARDT, 3609 Portage Blvd., Fort Wayne, died May 23. He retired in 1969 from General Purpose Motor.



**\$2.00** Rebate \$24.15



3-5540 Portable Stereo 8-Track Cartridge Tape 3-5520 (M8616) Enjoy Favorite 8-Track Tape Recorder/Player with FM/AM/FM Stereo Radio Recordings Wherever \$5.00 Rebate You Go \$114.98 \$3.00 Rebate \$56.49



\$29.89

3-5140 AC/DC Performance/Feature Cassette Recorder **\$2.00** Rebate \$55.19

3-5011 Compact Cassette Recorder with AC Adapter 600 70 \$1.00 Rebate \$28.79

Rebates effective on purchases from Employee Store August 18 to September 12, 1975

The Employee Store will be closed two days for inventory Aug. 28-29

#### Continued from Page 3

\$18.95

FENCE, chain link, 48", 90", 1 gate, 11 posts, like new. 422-8123.

CAR radio, AM, speaker incl., ex. cond., \$45. 447-5401.

WASHER, 1 yr. old, \$145. 456-3003 aft.

BABY carbed, infa-seat, jumpseat, bathtub. 748-1649. HEADBOARD, Hollywood-style. 447-

FAN, 20", portable. 483-1757. DRESSES, sz. 10, 12, 14, polyester, ex. cond. 639-6593.

MOBILE home, 12x60, clean, in Decatur. 484-3676 aft. 5. '73 GRAND AM, dk. blue, air, stereo

'74 PINTO wagon, 4-spd., 4 cyl., red. blk. int., \$2600. or ofr. 747-0923.

CAMPER, 13', fiberglas, sleeps 4, like new. 432-1139.

MOWER, Toro, 21", 3½ h.p., B&S eng., reel type, \$25. 456-8111.

BICYCLE, 20", girl's, Schwinn Stingray, \$35. 485-4929.

FURNITURE, Colonial, 3-pc. set.

A85-2111.

ANTIQUE square library table, piano bench. 745-1588.

'68 OLDS 98, 4-dr. sedan, ivory, 58,000 mi., gd. cond. 447-4460.

SPDBOAT, 14', Evinrude 40 h.p., elec. st., trlr., cover. 637-5778.

SWING set, used, \$10 & haul it away. 456-3227.

'72 LINC., loaded, 4-dr. '74 Wh-Horse, trac., 4-spd., 42' mower. 419-542-4621.

BARBEQUE grill. kettle type, \$5. Door, 30x80x136, \$5. 493-2241. CRIB mattress. Gr. swivel chair, very reas. 744-9479.

BAR w-4 stools, 445-8453, CHAIRS: 1 record player w-records, 745-4364.

#### WANTED

WHEEL, 15", 6-hole rim. 456-2706. GAS dryer. 456-7389. GAS dryer. 456-7389. GUN cabinet, 6 or more guns. 693-

REFRIGERATOR for mission house. AC COMBINE, No. 72, good shape

748.8468.
"WHEELS (8") & axle for small trailer. 456-3047.
USED metal (tin) roofing, will remove, reas. 748-1423.

AQUARIUM, 20 gal., equipped. 439-

CHAIN link fence, 42" high, prefer Sears. 747-2913.
WILL do interior painting. 447-5051.
WILL paint outside houses, garages, fences. 485-4432.

#### FOR RENT

ROOM in widow's home w-cooking privileges. 425-8124.
3 RMS., up, carp., nice, pt. furn., close Bdwy. GE, adult. 422-5003.

FREE

BROKEN sidewalk cement. 456-1795.

| ☐ For Sale * ☐ Wanted ☐ For Rent * ☐ Free | *ADLETS  GE NEWS BLDG. 18-3  ALL ADS MUST BE PRINTED                   | Rider Wanted Riders Wanted Lost Found       |
|---|--|---|
| Ads must be receiv                        | ed only on this form by noon Mor<br>one per issue, using one letter or | nday for publication                        |
| form: don't include                       | e spaces. Print phone number onl<br>d must be available without reg    | y on line indicated.<br>ard to race, creed, |
| I Name                                    | · Brug   | )· <del></del>                              |

| Name         |                         | Bldg                   |
|--------------|-------------------------|------------------------|
| Home Address | •                       | Pay No.                |
| Phone        |                         | GE Ext                 |
|              | in this ad is are in no | way connected with any |

business venture Signature GEN Form A 2

CARL J. MILLER ECRO-GE Club



INDIANA COL

## New motor line strengthens GPM's flexibility in serving customers

A new motor design has been introduced by the General Purpose Motor Dept. There, and alread XYNemployees Olin Tythe department's Broadway plant are working at a rapid pace to fill the first production order for a sizeable quantity of the new units. These permanent-magnet field DC motors now being manufactured in Bldg. 6 will be used to power drive units of cotton mill equipment in Egypt, where some of the world's finest cotton is produced.

To assure that General Purpose Motor's U.S.-based customer meets its export commitments, men and women in the Broadway plant had to complete a minimum order of the new motors just before vacation shutdown began. Another part of the order was delivered this week, and the total order will be filled in September.

**Growing Demand** 

The permanent-magnet (PM) field DC motor was brought to market as a less expensive means of accomplishing much of the same variable speed capabilities as the wound field DC motor. Although wound field motors must be used under certain situations, PM motors are growing in popularity among adjustable speed drive equipment manufacturers who can apply them to products such as conveyors, numerically controlled machine tools, weaving and textile machines, printing equipment, pottery wheels, tape reel drives, business machines, medical equipment, sump pumps, industrial hoists, electric trucks for material handling, and other varied industrial production equipment.

Stu Brown, manager of industrial and transportation equipment sales for GPM, calls the wound field version the "Cadillac" of the industry among motors with variable speed characteristics. The new PM motor, he says, is a "Ford" by comparison. That particular distinction is the key selling feature of the new motor. Both motors are quality products with the same guarantees of sturdiness, dependability and reliability. Depending on a customer's need, however, the PM motor may fulfill his manufacturing requirements at about 20 percent less cost than the wound field motor.

The General Purpose Motor Dept. is unique among motor manufacturers in that it is the only concern which actively sells both types of motors, thus offering wide flexibility to customers.

Need to Compete

"When an industrial PM motor first began to emerge, we adopted a wait-and-see attitude," Brown explains. "It soon became apparent that competitive PM motor sales were beginning to eat into our wound field motor business.

"As demand for PM motors difference to them, especially

READY FOR DELIVERY. Employees in General Purpose Motor's Broadway plant this week completed the second part of an initial production order for the department's new permanent-magnet field DC motors. From left are Deloris Nusbaum, packer; Clarence Nahrwold, foreman; and Jerry Hamrick, packer. The sizeable shipment of motors will be exported to Egypt to power drive units of cotton mill equipment.

continued to grow, we looked when they've had a history of closely at what these competitors were offering customers," he continues, "and we found we could enter the field competitively with a design superior to those already being sold."

GPM's marketing strategy now is both offensive and defensive, Brown says. The department is out to regain some of its old business eroded by PM motor competitors, while it aggressively seeks new business with other customers.

Making the Sale

But while demand is high for PM motors, there are still many adjustable speed drive equipment manufacturers currently using wound field motors who remain hesitant to convert to the less expensive component. "This is particularly true among customers who build \$50,000 machines, for example," Brown points out. "A price difference in the cost of a DC motor for their products doesn't make much

success with the wound field type."

To better exhibit the new PM motor design features to present and potential customers, Lou Klump, industrial and transportation sales market specialist, and Brown carry a "house call" attache' case when on the road. The various parts of the new motor are fitted into the specially-designed case, and each part can be removed and examined by a customer at his

Klump notes that this sales technique is much easier than carrying complete 40-to-50 pound motors, plus bulky motor parts and accompanying charts, from one office to another. The "house call" exhibit case is being well received by customers, although the market specialist admits that he has raised a few eyebrows in airline terminals as the case passes through X-ray inspections.

**Sophisticated Market** 

General Purpose Motor is offering two different types of its new PM motor, according to Klump, so customers can choose not only between wound field and PM designs, but with the latter type, also select the ceramic magnet field providing the performance they require.

"Today's manufacturers are sophisticated in their buying habits," Klump says. "They know the amount of brush life they need in the motors which power their equipment. We can offer them PM motors in both 'better' and 'best' categories, and our customers pay only for what they really need.

"If buyers can get the performance and reliability they require by owning 'Ford' instead of 'Cadillac' motors, they'll choose the less expensive one," he concludes. "This sophistication is to our advantage, too. We can serve customers with products which are neither underdesigned nor overdesigned for them, but rather fit their needs.'

In this age of space-age technology, customers naturally expect more in the electronic and mechanical capabilities of what they buy. With its introduction of the new permanent-magnet field DC motor, the General Purpose Motor Dept. is doing its best to meet these expectations.



AUGUST 29, 1975

FORT WAYNE

CINDY MORNINGSTAR, a payroll clerk in General Purpose Motor at Taylor Street, earned \$406 for her idea to use only one voucher card format for standard hour pay. Prior to her suggestion, two separate cards were being used, doubling time spent on edits, output reports and efficiency runs.



WOODY FULK, a wire drawer in the Technical Resources Operation's Taylor Street Wire Mill, suggested using a special wire guide to improve the operation of a wire coiler. Coilers are used on rod breakdown machines to package the drawn copper wire. His idea earned \$240 in the GE

## **Another holiday** to take a break from your labor

Still unwinding from the twoweek summer vacation shutdown earlier this month? If you've found yourself wishing there was "just one more day" of pay for time not worked with which to enjoy this summer - there is!

Monday is Labor Day, and that means another paid holiday for GE men and women. General Electric plants in Fort Wayne will, in general, be closed Sept. 1 in observance of that day. As well as adding a welcome extra day to the weekend, Labor Day represents the fifth paid holiday of 1975 for most employees here.

First observed in 1883 in honor of this country's working people, Labor Day became a legal holiday in 1887. So take a rest from your labors and enjoy the last long holiday weekend before the children go back to school. Play it up — but play it safe!



PORTABLE NEW PRODUCT EXHIBIT. A compact "house call" attache' case, displaying the various parts of GPM's new permanent magnet motor, makes it easy for buyers to see what they're getting before a sale. Lou Klump, market specialist, left, and Stu Brown, manager of industrial and transportation equipment sales, have found it an effective way to exhibit the new motor design features to customers.



### **ECSF** board learns

## Jewish Federation offers help; promotes understanding of faith

we should respect each other for that," said Ben Eisbart, director of the Fort Wayne Jewish Federation. Addressing a board meeting of the GE Employees Community Services Fund last week, he explained that many individuals today are finding renewed interest in identifying with their family heritages and traditions, and he added, "We recognize the important need for these ethnic differences."

Of the approximately 180,000 residents of Fort Wayne, only about 1,200 men, women and children are Jewish, Eisbart, and Childrens' Services here. said. "Because the Jewish community here is small and closely-knit, many people who



BEN EISBART: "One of the concepts of the Jewish tradition is that we are responsible each one for the other. By helping the community through support of the United Way, you're also helping yourself."

"I'm me and you're you - and visit our agency hear about it through the grapevine or in temple or the synagogue," he told ECSF board members. "We also have a small staff and about 60 to 70 dedicated volunteers who help organize and run our various programs.'

> The Jewish Federation was one of the original member agencies of the Allen County United Way, the speaker said. It is a multifaceted social service agency, open to anyone in the community, which works in coordination with Lutheran Social, Services, Catholic Social Services, and Family

> Among the many Jewish Federation's services and activities are family and individual behavioral adjustment counseling, youth programs, senior citizen programs and retirement counseling, cultural programs, inter-agency referrals, Traveler's Aid participation in the Allen County United Way, and community relations and human relations programs to help promote understanding and awareness of the Jewish faith among every sector of the Fort Wayne community.

> "One of the concepts of the Jewish tradition is tzdekah, a Hebrew word which can probably best be defined as meaning charity, only in a much greater sense than the word itself implies," Eisbart said. "We are responsible each one for the other, and by helping the community through support of the United Way, you're also helping yourself.

> "I came to the Midwest originally from the East coast,' he concluded, "and I've found that in Fort Wayne, the United Way is really a united effort of all

## STBD team gearing up for ECSF campaign

A CHALLENGING JOB AHEAD OF THEM. A successful Employees Community Services Fund (ECSF) campaign requires close teamwork within every department, and Jack Wilson, Sr., coordinator of ECSF drive efforts for the Specialty Transformer Business Dept., inset above, is planning to foster that spirit of cooperation early. Meeting this week to discuss 1975 ECSF campaign objectives were, from left, STBD campaign steering committee members Paul Beltz, solicitations coordinator, and Gen Ellingson, communicator; Specialty Transformer general manager Don Meyers; Stan Podzielinski, STBD employee relations manager; Pete Peters, area coordinator representing GE in this year's ECSF drive, and STBD steering committee members George Dykhuizen, training representative; John Carpenter, representing IUE Local 901 in STBD; Wilson; Eldon Collins, management contact coordinator, and Mel Guillaume, bus tour coordinator.

## S&SP participants expecting a January 'payout' should check Authorization Form, watch deadline

Remember that Authorization Form dealing with your 1976 distribution under the Savings & Security Program?

The individualized form went to each S&SP participant who has 1972 investments scheduled for "payout" early in 1976. The forms were distributed here before vacation shutdown.

Maybe you filed your form on that table with those "things to be done" that somehow always seem to be overlooked. Maybe you forgot it. Maybe you wondered what to do about it.

Here's what to do:

Dig it out. Study the instructions on the reverse sides of the two parts of the form. They'll tell you whether you need to furnish the information requested on Part II of the form and return it, or whether you should take no action. But be sure you have considered all the instructions and queries before you put the form away as a record of securities coming to you next

For example, consider the

following questions:

Are you taking advantage of the Retirement Option which (especially with new S&SP improvements starting in 1976) might help increase your monthly income when you retire? And maybe it can save on income taxes which might otherwise apply to your 1976 payout. If you're not participating in the Retirement Option, use the Authorization Form to start. There's a plainly marked place for you to indicate your pre-

How about registration of your securities? If you've never received an S&SP distribution, you must provide the name and address of the individual - or individuals — to whom your securities should be registered. Use Part II of the form as directed in the instructions. Or even if you've received a distribution before — you may want your securities to be registered differently than in the past, or you may have had a change of address. Again, use

Part II to provide the needed information.

If you have U.S. Savings Bonds coming in the "payout," and want them registered to someone other than yourself, you must provide the person's Social Security number. Use Part II of the form to furnish this information, too.

But maybe you want everything handled just as in your past distributions. If so, just file the form with your personal papers. No need to return Part II. But be sure to study Part I. It provides you with a record of just what's coming to you in the 1976 S&SP "payout" — both from your own savings and the company's matching payments. It tells you how those securities are registered and whether you are using the Retirement Option.

The deadline date — Oct. 31 for using your Authorization Form may seem a long way off. But if you wait too long, you may forget until it's too late to make the changes you wanted. Check it

## July stock, fund prices quoted

Here is the average GE stock price and the average fund unit price used in the crediting of participants' accounts for the month of July under the Savings & Security Program:

GE STOCK PRICE ...\$49.926 FUND UNIT PRICE ... \$27.114

Comparable averages reported for the month of June were: GE stock price...\$47.833, and fund unit price...\$27.371.

## GE across the globe -- read about it in Monogram magazine



GE-FAR EAST: Including sub-Sahara Africa, 11 time zones and 60% of the vorld's population and is on its way toward becoming the new Common Market



GE-LATIN AMERICA:

Far from being a collection of 'economic zeros,' lands south of the border are generating growth rates that, in the aggregate, double those of the U.S.

GE-EUROPE:



Assigned to compete in the West's sophisticated markets to penetrate the 'Business CANADIAN GENERAL ELECTRIC: Cantain' of Eastern Europe resource-rich LDCs.

growing sales more than

largest country with products that parallel those of its U.S. parent but that also go beyond in order to meet Canadians'

**U.S.-MADE EXPORTS:** 



They 'really took off in 1970, have zoomed to and orders

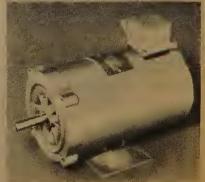


VOLUME 52, NUMBER 4



Reg Jones: 'We couldn't live in isolation even if we wanted to.'

Also in Monogram, "Historical Notes" includes an item about a GE motor, built in the late 1800s, which was restored to operating condition. The article points to the General Purpose Motor product below as the "modern version" of this sturdy component. It appears on page 29.



## Annual Report shows donations to Corporate Alumnus Program

General Electric Foundation's Corporate Alumnus Program, as well as forms for use in making gifts under the Program, are available now to eligible GE employees.

The Corporate Alumnus Program is currently operating in its twenty-first year since being established in 1955. Employees with one or more years of service are eligible to participate in the program. Under it, any eligible employee's gift to the college of his or her choice will be matched by the GE Foundation. Gifts are matched up to a maximum of \$3,000, with a minimum gift of \$15 eligible. About 6,000 to 6,500 employees report contributions eligible for matching each year.

Last year, the amount of gifts made by GE employees, which were subsequently matched by the Foundation, to area colleges



by Steve Heckman

This year's tournament went off without any rain or cancellations (for a change).

The GE Men's Softball Tournament began with Finance and the Superstars, both with identical records, pitted against each other. The Superstars won 9-7. Area Services beat the Short Circuits 8-5. Then league champs Dick & Bills edged out over Superstars 7-5, and second place Easy Riders wholloped Area Services 14-4.

In the losers bracket, Finance crunched the Short Circuits 15-0. The Superstars beat Area Services 8-4.

Dick & Bills were defeated for the first time (exlcuding forfeits) this year by Easy Riders, 8-7 in 11 innings. Finance creamed the Superstars 28-5. Then, with their momentum built up, Finance beat Dick & Bills 10-7.

In the championship matches, Easy Riders were beaten by the fired-up Finance team 10-7. This pitted the same two teams against each other again, since it was Easy Riders' first loss. The final match of the year was a squeaker, with Easy Riders coming back to win the crown 6-4. Congratulations, guys!

The Annual Report of the and universities in this area alone included: Anderson College, \$1,050; Ball State University, \$55; Bethel College, \$100; Bowling Green State University, \$450; Butler University, \$185; DePauw University, \$635; Earlham College, \$1,150; Fort Wayne Bible College, \$5,182.50; Goshen College, \$300; Grace Theological Seminary and College, \$500; Hanover College, \$475; Huntington College, \$350; Indiana Central College, \$80; Indiana Institute of Technology, \$630; Indiana State University, \$200; Indiana University in Bloomington, \$800; Lafayette College, \$2,241; Manchester College, \$1,270; Marion College, \$450; University of Notre Dame, \$3,485; Oakland City College, \$400; Purdue University, \$4,355; Rose Hulman Institute of Technology, \$2,645; St. Francis College in Indiana, \$125; St. Joseph's College in Indiana, \$583; Taylor University, \$620; Tri-State College, \$190; Valparaiso University, \$5,035, and Wabash College, \$658.75.

To substantially reduce the printing and distribution costs of the Program's Annual Report, the Foundation last year began distributing only a limited number of copies internally. This year the same distribution approach is being followed, but a supply of reports is available to respond to individual requests.

Quantities of reports, and forms for applying for matching gifts, have been sent to company components for their use in responding to requests from employees. For more information regarding these reports, employees should call their department employee relations offices. The blue forms developed in 1973 to reflect the Jan. 1, 1973, program changes can be used by eligible employees to apply for matching gifts.

Questions relating to the Program should be directed to: Richard E. Kramer, Jr., Corporate Support Operation, 1285 Boston Ave., Bridgeport, Conn.

## Swing your partner!

The GE Club invites interested couples to fill their Friday evenings with toe-tapping fun as they learn to step to the calls of the square dance. On Sept. 19, the first of six weekly instruction sessions — free to GE employees and retirees; a nominal cost for guests - will begin. Dancing assistance will be offered by the Whizzers Square Dance Club. For details, call Ext. 2042.



Vol. 57 No. 29

ake the world's most dependable compenents

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

EDITORIAL OFFICES: 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer



## Safety awareness remains a 'key' concern

KEY MEN ON SAFETY. Twelve Area Services supervisors became graduates of the National Safety Council "Key Man" Development Program last month. A motivational course on safety awareness taught by Fort Wayne GE plant protection chief Tom Corneil, far right, the studies included 15 hours of classroom work in addition to reading assignments. The men received their diplomas and congratulations from Area Services manager Dick Huhn, in foreground at right. In front row from left are graduates Don Fritz, Jim Pugh, George Malone, Jim Brenock and Art Ream. In back row from left are George Lambroff, Webb Simpson, Glen Buckmaster, George Finkbeiner and Jap Voirol. Not pictured are graduates Gerry Koehl and Ray Smith.

## Five new officers . . .











## plus day filled with fellowship, fun will highlight Quarter Century outing

The results are in!

The Fort Wayne GE Quarter Century Club announces that members have elected the following new officers:

- Nyla Wilkinson, Decatur, vice president.
- Bob Wildermuth, Taylor Sreet, treasurer.
- Edna Bailey, Bldg. 19-1, assistant secretary.
- Earl Stauffer, Bldg. 4-6, a
- Martha Baumgartner (formerly Martha Newell during the time of the election), Bldg. 26-2, a

More than 10,000 ballots were ast in the recent election, which this year was the fifth under the Quarter Century Club's revised constitution that provides for two-year terms for officers, with half the complete slate coming up for election each year. Last year, club members voted for the president, secretary, and two additional club directors.

The five new Quarter Century Club officers will be introduced to club members attending the group's 61st Annual Outing next

### No News next week

Since next week will be a short one due to the Labor Day paid holiday, there will be no issue of the GE News on Sept. 6. The next regular issue of the paper will be Friday, Sept. 12.

Saturday, Sept. 6, at the event, which will feature 50 Memorial Coliseum.

About 1,300 men and women have made reservations for the will open at 9:30 a.m.

prizes, a hot lunch, and plenty of fellowship. Doors to the Coliseum

## Housing starts up 13.7 percent last month; numbers reflect highest level in 12 months

Housing starts, a business barometer for Fort Wayne GE departments, increased by 13.7 percent in July to the highest level in a year, the Commerce Department reported recently

According to the Aug. 19 Detroit Free Press, building permits, which signal still more new construction, also increased, but at a more modest rate of six percent from June. Permits were issued at an annually adjusted rate of 1.007 million units.

The number of houses under construction in July was estimated at 1.238 million compared with a revised June rate of 1.088 million, It was the highest level since July 1974, when new units under construction totaled 1.314 million.

Housing Secretary Carla Hills called the figures "encouraging, particularly with regard to multi-family starts. This trend seems to indicate a continued recovery for the housing industry.'

## Give someone a pint-sized gift; give blood

The Red Cross Bloodmobile will visit the Winter Street plant on Tuesday, Sept. 2, the day after General Electric employees here return from their three-day holiday weekend.

Blood banks will be busy answering urgent requests for blood as a result of increased need during the Labor Day weekend. You can help replenish their supplies. Give blood.





## Alley Chat **Debbie Bowers**

With Labor Day almost upon us, those old 7th-frame memories are beginning to return — and the bowling balls are coming out of the closets. Most leagues have held their organizational meetings, and bowlers are still needed in some leagues.

Dave Meyers reported openings yet in the Sunday Sandbaggers Mixed League (1:30 p.m.); the new Saturday Afternoon Alley Kats Mixed League (3 p.m.), and the Sunday Nite Moonlighters Mixed League (9 p.m.). Also, bowlers are needed for Monday Nite Ladies (8:15 p.m.); Tuesday Afternoon Ladies (3:45 p.m.) Wednesday Owl Men (9 a.m.); Wednesday Nite Mixed (8:30 p.m.); Friday Morning Ladies (9:30 a.m.); Friday Afternoon 2-Man Doubles (1:30 p.m.), and the Saturday Bonnie & Clyde Mixed League (9 p.m.). Any interested persons or teams should call the GE Club on Ext. 2042.

And, we want to welcome any retirees to join our Senior Citizens Bowling League that bowls every Thursday afternoon at 1 p.m. The league bowls at the GE Club special rate of three games for \$1. Any person (you do not have to be from GE) over 60 years of age is eligible. And I can certainly testify that members of this league have a marvelous time every week!



Senior Citizens Bowling League keeps things rolling at the GE Club!



## Spanish people here can assist in survey

General Electric here has been asked to help in a statistical survey of Spanish-speaking people. To comply with the request, the Employment Office asks that all employees with Spanish surnames call David Hernandez at the Fort Wayne Metropolitan Human Relations Commission, 423-7664, at their earliest convenience.

In Memory

CARL A. SCHAFINANSKI, 2009 Emerson Ave., Fort Wayne, died May 23. He retired in 1972 from Technical Resources.

VERA M. FETRO, 7041/2 Kinsmoore Ave., Fort Wayne, died May 24. She retired in 1953 from Specialty Motor.

ALBERT A. PENROD, 2040 Phenie St., Fort Wayne, died May 23. He retired in 1965 from Specialty Motor.

ARGEND U. DENNEY, Box 109, Zanesville, Ind., died May 28. He retired in 1973 from General Purpose Motor.

CLARENCE A. SESLAR, 9427 Indianapolis Rd., Fort Wayne, died May 30. He retired in 1961 from Taylor St.

WILMER C. KRUEKEBERG, 346 E. Hoover Ave., Fort Wayne, died June 2. He retired in 1971 from General Purpose Motor.

RALPH E. SCHROEDER, Laurel Estates, Fort Myers, Fla., died June 7. He retired in 1970 from Specialty Transformer, RUSSELL THURBER, 3821

South Park Dr., Fort Wayne, died June 12. He retired in 1971 from General Purpose Motor.

## GE televisions bright buys during premier month

The premier of the new Fall or a GE drip coffeemaker. television shows is just a flick of the dial away. And General Electric's Television Business Dept. is also having a Fall premier - not television shows, but of GE color, and black-andwhite televisions.

During the premier month -September — valuable consumer premiums will be offered with selected General Electric color television sets. Consumers buying a new 1976 GE 19-inch WYC color set will have their choice — at no additional charge — of a General Electric AM-FM

Return postage guaranteed

Fort Wayne, Ind. 46808

Mail, Inc.

641 Growth Ave.

Address correction requested

With the purchase of any 1976 General Electric 25-inch color console, buyers can choose — at no additional charge — a GE "Loudmouth" portable eight-track tape player, or a GE "Toast-R-Oven," or a "Broil-R-

"We're very excited about our planned premier month activities," says Jerry Segner, manager of merchandising and advertising for GE's Television Business Dept. "In addition to substantial Employee Courtesy Discounts ranging from \$55 on digital clock radio, or a GE 1976-line 19-inch diagonal solid-"Superblow", TM hair care center, state televisions, to \$90 on 25-inch

**BULK RATE** 

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diagonal solid-state color televisions, we're very pleased that GE employees and pensioners will have the chance to participate in the valuable premium offers available with their purchase of General Electric televisions during September."

Interested? Visit the local participating General Electric dealer in your area for full

## Elex to feature trip next month

A three-day trip to the Midwestern GE Women's Club Convention in Cincinnati highlights Elex Club activities next month. Here's the complete Elex calendar for September:

9-2: Partizan Chapter executive board meeting; 11:30 a.m., Lucky Steer Restaurant, 2912 Getz Rd.

9-4: Pen El Chapter executive board meeting; 9:30 a.m., GE Club Trophy Room

9-12 - 9-14: Midwestern GE Women's Club Convention; Cincinnati, Ohio, hosted by the Evendale Generalettes.

9-15: Elex Club Four Chapters Potluck Dinner; 11:30 a.m., GE Club Auditorium, hosted by the

Honor-rettes Chapter. 9-23: Elex Executive Board meeting; 7:30 p.m., Bldg. 18-1

conference room.



- Large electronic-style digits for easy reading day and night
- Bright-dim switch on the back to control intensity of lighted digits
- Alarm set, time set, and alarm ON-OFF control are all up front for your convenience
- Handsome walnut colored case will look great in any room

## **Employee Store**



#### **RIDERS WANTED**

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279 Dec.

#### RIDE WANTED

BDWY. to S. Warsaw St., 12 mid., or both ways, 3:30-12. 446-6323.

#### FOR SALE

GOLF clubs, woman's, woods, 1, 3, 5,

7, \$20. 456-7352.

TRAILER, 2-whl., 9', loading plank, steel plate, \$200. 447-2252.

'73 GRAND AM, dk. blue, air, stereo.

748-7077.

PICNIC table, bench combo, fire boards, \$40. 244-5282.

CORNET, Conn. Baby carrier, toidy seat, bedrails. 485-4449.

'65 CHEV. Impala, perf. & looks above ave., air, \$550. 449-1883. BIKE, boy's, 26" Schwinn, 3-spd. 745-

'71 MERC., air, PB, PS, AM-FM radio, \$850. 745-1315.
TIRE, G78-14 WW on Pont. rim, 100

mì., \$25. 425-6421.

'74 PINTO, 2-dr., auto., 12,000 miles, \$2600. 425-6421.

DISC, 42'', for Sears garden tractor, used once, \$75. 627-3210.

FURNACE, gravity heat. Antique split rail fence. 749-5956.
'69 PONT. GTO, 4-spd., FM, 8 trk., etc., going to college, \$1500. 483-2767.

C.G. slalom ski, \$50; old Lionel train set & transf., \$75, 724-9565 Dec. BARTLETT pears, \$6-bu. Bring containers. 429-5396. WEDDING gown w-train, sz. 7. 432-

3751 aft. 5.
BUNK beds, cedar chest, accordian, 2 Dodge rims. 432-4659. SCUBA equipt., complete, \$200. 433-

8895. WHEELS (2), Ford, chrome, best offer. 489-9169.

'68 OLDS 88, PS, PB, air, vinyl top, ex. cond., best offer. 484-9388.

SNOW tires, VW, 560-15, used 4 mos., \$35-pr. 639-3451.

SWING frame, 5', for wood hanging swing 744-9479.

SQUARE dance crinolines (2), \$3 ea. 743-3993.

743-3993.
BURIAL lots (2), in Lindenwood, must sell. 489-5257.
ADD-A-ROOM, 8'x10', vinyl-coated, \$40. 622-4707.
BOAT, 15', Larson, 70 h.p. Chry. motor, Gator trlr., \$1000. 747-2054.
SINK, 19 wd., 17 dp., faucets, hanger, ex. cond., \$15. 485-5272.
LAWNMOWER, 21", Toro. 637-3303.
REDUCING machine. 425-8124.
HOUSE, 8-rm., business zone, B-4,

HOUSE, 8-rm., business zone, 8-4, North, contract. 489-5770.
OIL furnace, 70,000 BTU, compl. w-controls. 749-4485.
BASKETBALL rim & backboard. 748-8871.

748-8871.

BAR & 4 stools. 743-3017.

'66 FORD, auto., runs good, best offer 489-5045.

BIKE, Schwinn, tandem, 26". Higgins girl's bike, 26". 745-4463.

DINETTE table, 4 chrs., ex. cond. 432-5813.

BIG prune plums, \$1.75 pk. 426-6824.

DISHWASHER, GE, portable, like new, \$105. 456-8170.

RANCH, North, 3 bdrm., 2 bath, gas hot wtr., 2-car gar. 748-8628.

GOLF clubs, 2 thru 9 irons, good cond., \$25. 432-9871.

STOVE, electric, 42", cheap. 439-0092.

FRESH vegetables, 2105 Covington Rd. 432-6929.

WANTED

DEHUMIDIFIER. 747-4878.

## FOR RENT

GARAGE, 2nd shift, next to College St. gate. 422-5003 FREE

GERBILS, 8 wks. old. 747-3450. FLAGSTONE (3), 2'x8', wood concrete forms. 744-0758. KITTENS (3), adorable, frndly., 10 wks., box frnd. 489-3864. DOG, to good home. 747-7267.

| ☐ For Sale ☐ Wanted ☐ For Rent ☐ Free |  | AL | GI | E N | EW | LE<br>S B<br>JST | LD | G. |   | ;<br>TE | D |   |   |  |
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Friday. Submit **only one per** issue, using one letter or number per box on form; don't include spaces. Print phone number only on line indicated. Property advertised must be available without regard to race, creed, national origin or sex.

| Name  | Bldg                  |
|---|-----------------------|
| Home Address                                    | Pay No.               |
| Phone   | GE Ext.               |
| e item(s) referred to in this ad is are in no v | way connected with an |

\* The business venture GEN Form A 2 Signature

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## Layoff halts Rick Shuler's job, but his GE benefits keep working

28-year-old Rick Shuler and his family — but it could have been a lot worse.

On Tuesday, March 4, Rick was told by his doctor that he had a degenerative hip disease and sources Operation.

March was a rough month for would have to enter a hospital for expensive major surgery. On Friday of that same week, as previously notified, he was laid off from his job as a mold and die maker in the Technical Re-

## General Electric's layoff benefits payments totaling many millions of dollars this year

Being laid off is an unpleasant experience. And until the U.S. economy took a nose dive last year, relatively few GE employees had to worry about it. Not so today. Even though GE job security has been better than many other companies during this recession, many GE people are, at least temporarily, out of a job. For them GE's Income Extension Aid Plan and the Insurance Plan are proving welcome benefits.

This year's General Electric payments to employees for Income Extension Aid and to state and local governments for Unemployment Compensation may reach nearly \$50 million. In addition, the company will pay many millions in medical expense benefits for employees on layoff.

In the first quarter of 1975 the company paid approximately \$3 million to employees in Income Extension Aid benefits. And, while complete figures are not yet available, GE will be furnishing state and federal government with almost three times that amount to pay out in Unemployment Compensation benefits for the first quarter of 1975.

"Many employees don't realize it, but the company provides state and federal governments with the funds to cover unemployment insurance for GE people," says Doyt Schaadt, payrolls manager for Fort Wayne General Electric.

"While the company makes IEA payments directly to employees, Unemployment Compensation is paid by the government," he adds. "GE always tries to keep layoffs at a minimum, but it's good to know that the company supports valuable GE and government layoff benefits when the need arises.'



SEPTEMBER 12, 1975

"I don't know what we'd have done without GE Insurance." Rick says. "I think it's a real plus the company offers, and it's kept pace with the high cost of medical care today.

''I didn't even realize I had that kind of coverage until I got laid off," he continues. "I used to read about the Insurance Plan in company newsletters, but I never really paid too much attention to it. Every employee on lack of work from GE should know that these kinds of benefits are available."

#### Bills Add Up

On March 26, doctors replaced Rick's hip with a stainless steel and plastic ball-and-socket joint. The bills incurred for the hospital and operation topped \$3,900. Of that amount, GE insurance paid about \$3,700.

But the medical expenses for the Shuler family didn't end there. Rick's 18-month-old son Scott has undergone two hernia operations, the last of which was performed at the end of February. By the time the bills for the second operation arrived, Rick was out of a job. Because the TRO employee had more than three years of continuous GE service at the time of layoff, however, medical expense coverage for dependents also continues at no cost to him for up to one year. Scott's bills totaled \$530. The GE Insurance Plan paid 100 percent of the cost.

#### WS&A Also Helps

In addition, since Rick's disability began within 31 days from the date of his layoff, he's eligible for Weekly Sickness and Accident benefits of the Insurance Plan. On crutches the first 15 weeks after his release from the hospital, he estimates that these WS&A payments have come to more than \$3,400.

"All these GE benefits really



days before Rick Shuler was laid off from GE here, he found that he needed major surgery. On top of that, he faced other big medical bills from a recent operation for his youngest son. GE benefits helped pull them over the financial hurdle. From left are Ricky, age 8; Ryan, 5; Rick's wife Karen, Scott, 18 months; and Rick Shuler.

helped ease my mind," he too. Part of the tuition is being recalls. "It really makes you wonder — one month you've got a job; the next month you don't, but you've got all these expenses staring you in the face and somehow, you've got to meet

#### Still Another Benefit

Rick has put his crutches aside now, and says he's recovered to the point where "I can almost run as fast as I used to." While he's waiting for business to pick up, he's filling some of his spare time by attending courses at Midwestern College. "I'm studying tool and die design five hours a night, five nights a week," he says. "GE is helping out there, paid for through the Individual Development Program.'

As Rick Shuler describes it, however, the "real plus" among the many GE benefits he's using is the Insurance Plan.

#### Reassuring to Have

When lack of work hits, the Insurance Plan provides coverage that not many companies offer employees. Life insurance, medical expense and accidental death and dismemberment coverages, and in Rick's case, dependent coverage, continue in effect for up to a year at no cost to the employee. Shorter service employees pay only the normal contribution for dependent coverage.

The business downturn has meant financial hardship for many. And when you're on layoff, the only real solution is a return to work. But it's at least reassuring to know that in time of need GE has good benefit plans that are there to help out.

## Copper-capturing suggester earns \$740 award

Copper is one of the more expensive metals used in the daily manufacture of many General Electric products built here. But while this material is high in price, the sale of the finished product helps compensate for its cost.

It's another story, however, when the product never makes it out the door. Rejects aren't delivered to customers, of course, and if a component has to be scrapped, many of the materials inside it are virtually wasted.

#### **Getting It Back**

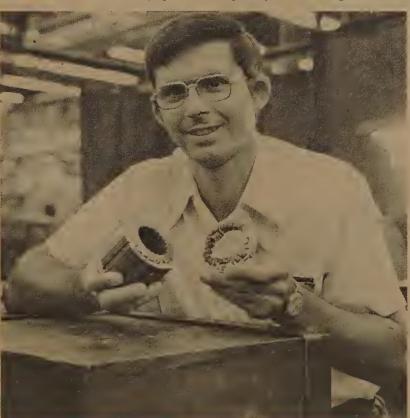
In the General Purpose Motor Dept. at Broadway, valuable copper was being scrapped along with rejected stator cores. It wasn't impossible to extract the material from the finished component, but to do it, each steel core had to be cut by hand to remove the copper wires inside. The time taken to perform this task was costly, too costly in fact to justify the salvaging attempt.

It was a problem, but with the help of an inventive employee, there was a solution. Jack Gerber, a tool and die welder who now works in GPM's Taylor Street plant, earned \$740 in the Suggestion Plan for his idea to

get the job done.

After studying the problem, Jack designed what he describes as a "super hard" cutting tool for a lathe at the Broadway plant.

Securing a rejected stator core in the lathe, an operator is able to turn the component at a high speed while using the cutting tool to quickly saw through one end.



**CUTTING CORE KEEPS COPPER.** Jack Gerber displays the end result of his idea to extract copper wires by cutting through rejected stator cores. His suggestion earned \$740 in the General Purpose Motor Dept.

Only short lengths of the copper wires are still bound to the core, while the longer pieces are made easily accessible.

"From there, it's a simple matter of putting the larger part of the cut stator core in a 'V' lock and pulling the copper from it," the suggester explains. "I'd guess the entire operation only takes one to two minutes.

### **Believes** in Ideas

Jack has earned six suggestion awards to date, and notes that the \$740 was by far the largest he's received.

Off the job, he continues to be an idea man. "I recently sold my own small company, which manufactured outside basketball hoop and backboard units with an adjustable height design I invented," he says. "The demand for them was so popular, I just couldn't keep up. But I realize that it doesn't make any difference how big or how small a company is — suggestions about faster and better ways to do things are important.

"I'm not in a position to see everything that goes on around a big place like GE," he concludes, "but I'm going to keep watching what I can, and I'll continue to turn in suggestions."



## **United Way effort**

## ECSF campaign planning continues; solicitations begin September 29

Momentum is picking up in planning for this year's Emplovees Community Services Fund (ECSF) drive, as meetings are being scheduled with increasing frequency in area departments to map out strategies and objectives.

At a recent meeting, representatives from all GE departments and the ECSF area steering committee assembled in the Bldg. 19-5 conference room to discuss their pledge expectations. Following a screening of a locally-produced film about the Allen County United Way, they reiewed the agenda of activities in connection with the

upcoming campaign effort here.

This year's ECSF drive will conducted through Oct. 10. ployees who are not currently making authorized payroll deduction pledges to ECSF through the percentage method of giving will be contacted.

committee co-chairman representing General Electric, explained that men and women Way by contributing under either options — a percentage of pay per

week or a fixed dollar amount per week. Like last year, the back officially begin on Sept. 29 and be side of pledge cards which will go to employees being solicited show During the two weeks of how to determine the actual solicitation, only those GE em- amount of dollars being contributed when based on a percentage of listed average weekly earnings.

Peters called the 1975 cam-Pete Peters, area steering paign effort a "challenging job" for the many employees volunteering their time to the ECSF drive. "The economy and area here can help support the United employment are down," he concluded, "which means the one of two payroll deduction needs of United Way agencies are



GETTING READY FOR THE BIG CAMPAIGN, department representatives of Employees Community Services Fund committees at GE here gathered to compare notes on preparations for the upcoming solicitation drive. At right is Ed Misselhorn, who this week conducted a "training the trainers" seminar to instruct department solicitor training chairmen in the most effective ways of conducting pledge activities. Area-wide solicitations at GE here will begin Sept. 29 and run through Oct. 10.

## In Memory

GLEN D. COURTNEY, 4844 Winter St., Fort Wayne, died June 13. He retired in 1967 from General Purpose Motor.

JACKSON O. BINKLEY, 1420 Swinney Ave., Fort Wayne, died June 21. He retired in March from General Purpose Motor.

#### FOR SALE

'73 GRAND AM, dk. blue, air, stereo.

'74 VOLKSWAGON, great cond. 484-

3742.

'75 CHEV. van, air, trick paint, sharp int. 447-4612.

CHAIR, charcoal gray, swivel. 3 tires, \$10. 456-5708.

WEDDING gown, w-train, sz. 7. 432-3751

3751.

RECLINER, La-Z-Boy, brn., like new, 2 mo. 627-2778 Grbl.

DUPLEX, new gas furnace, by owner, \$8500. 456-5344.

GAR.sale, Sept. 10, 11, 12, 8 a.m. to 8 p.m., 4914 Tillman Rd.

SNOW tires, 16.5x8.75, 8 ply, nylon, studded, 627-5601 aft. 5.

(48 CHEV Carrice air. PS, \$500, 489.

'68 CHEV. Caprice, air, PS, \$500. 489-

4850.
COFFEE table, 38", round, Italian polished marble. 446-0924.
PICTURE window, double hung side windows. 747-7665.
BOWLING ball, 14 lbs. 482-2939.

## Square dancing starts Friday



GET IN THE SWING OF THINGS. General Electric employees, retirees and guests will be getting together Sept. 19 for the first of six weekly free instruction lessons in square dancing at the GE Club. Interested? It's not too late to join. Call Ext. 2042 for details.

ANTIQUE projector, 16 mm, 1939, works. 432-1238.

COLEMAN catalytic heater, 5,000 BTU, \$10, 623-6572 Mnrvl.

SINK cabinet, metal, white, 2 slvrware drawrs., \$20. 744-5616.

BICYCLE, 26", boy's 3-spd., Sears, very good. 432-1248.

GARAGE door, 15', 2 glass panels, used. 489-9547.

TV, color console, maple cabinet, works. 625-4332 aft. 5:30.

'70 MOB. home, 12x46, 2 bdrm., gas heat, skirting. 638-4660.

'74 HONDA, 125CL, 5-spd., 4-stroke, extras, \$500. 483-5776.



Vol. 57 No. 30

.. about the people who help mahe the world's mast dependable compenents

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EDITORIAL OFFICES: 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree **Communications Manager** Dick Knoph, Editor Rex Mericle, Chief Photographer DRYER, elec., baby clothes, Honda 450, misc. 447-5789.
COLEMAN 2-brnr. stove, \$15. Catalytic heater, \$20. 747-2309.
CB ant. Mighty Mag III, new, \$35. New 5' tripod, \$10. 747-9606.
DICTIONARY, large, unabridged, very good cond. 485-3394.
AQUARIUM, 5 gal., comp. w-stand, clean. 36" gas range. 422-5117.
PICTURE window, aluminum, casement, complete. 456-2774.
BABY bed mattress; ping pong table. BABY bed mattress; ping pong table.

'65 CATALINA, 4-dr., auto. PS, good transp., \$195. 484-3948.
EXERCISING slant board, \$10. 745-

ROLLAWAY bed, ex. cond. 744-8757. BICYCLE, 24", Schwinn hornet. 747-9600. '74 MONTE Carlo Landau, lo. mi.,

74 MONTE Carlo Landau, lo. mi., loaded, green. 693-2921.
SNOW tires (2), 7.75-14 on rims, both for \$30. 447-4720.
CAMERA, Ciroflex, twin lens, reflex, & acc. 485-4449.
THEATRE organ, full size, full percussion, ex. cond. 489-4132.
SCHWINN collegiate, 10-spd., \$100. 627-3210.
DRYER, gas, 2 yrs. old, all sets. 748-0833.

0833.
AQUARIUMS, 1-20 gal., 1-10 gal., equipped. 745-1630.
PUPS, AKC registered, Doberman Pinschers. 745-1566.
LOTS (4), Garden Memory, Marion, In., \$500. 432-0839 aft. 5.
TRUMPET, Holton, good cond., \$125.



## **Business-building recognized**

"PEAK" PERFORMER. Specialty Motor's Julia Winchester was honored as the recipient of a "Peak Award" for quality service. Presented to GE marketing trainees, Julia's award was earned for her role in expanding a single motor proposal to three motors for IBM while on assignment in the General Purpose Motor Dept. It was presented by Specialty Motor Dept. marketing manager Bill Fenoglio, left, and George Wright, SMD manager of heating and air conditioning sales.



Forrest Houser, Taylor Street League, scored a hole-in-one on number nine at Foster. Congratulations! What a fantastic way to end

The playoffs are tomorrow. Good luck to league winners:

• Monday 5:00 League at Brookwood — Transformer (1st), High-

• Tuesday League at Fairview — Howard, Fletter, Corneil, Brahse, (Rutz)

• Tuesday League at Foster — Sandbaggers

• Tuesday League at Brookwood — Divot Diggers

• AMDO League — Team Three

• Wednesday League at Foster — Duffers

• Winter Street League — Team One

• Taylor Street Owl League - Shafer, Shoenherr, Gradless, Drummond (1st); Hiatt, Downing, Stark, Edwards (2nd)

• Taylor Street League at Brookwood - Lauterburg, Hunt, Haslup, Gouty • Taylor Street League, South Division - Zwick, Morton,

Becker, Schoeff • Taylor Street League, North Division — Houser, Steinbacher, Snyder, Marks (where's my dad?)

• FMP League — Team Five

The deadline for the fees for the Oct. 4 Florida Scramble is Sept. 26. The entry fee is \$2; the green fee is \$5.

There will be one more "Divot Digs" column after the Florida Scramble. The winners of both the playoffs and the Scramble will be announced then.

There were a lot of good scores the last two weeks of league play. I apologize for not being able to get them in the paper (even though my dad wasn't on that list either). Later ...

TYPEWRITER, Royal std., \$50. 747-

TYPEWRITER, Royal std., \$50. 747-3871.

SNOW tires & rims (2), Atlas, 6.85-7.35x15. 456-1568.

SINGLE bottom plow for 3-pt. hitch. 356-3784 Hntgtn.

'69 CHRYS. Newport, air, AM-FM, rear defog. \$600. 485-0225 aft. 6.

'60 TR. trlt., stove, ref., furnace, sleeps 6, \$400. 622-7431.

STEREO, 4 spd., small cabinet, extra spkr., \$35. 489-4862.

AIR conditioner, 28,000 BTU, 1 yr. old, top shape. 636-7264 Albion.

JON boat, 12', 15' trlr., 5 h.p. Johnson mtr., \$350. 747-9506.

'74 14' BAJA Highlander, trailer, cover, gages. 482-2559.

BED, 46", brn., metal, box spring, mattress, \$65. 748-8791.

DUNE buggy rail, VW frame, Corvair turbocharged. 639-3878.

GM infantseat for car. 745-9200.

DISHWASHER. Man's ice skates, sz. 8, 483-6988.

ALASK. Malamute, fem., 8 mo. old.

8. 483-6988.
ALASK. Malamute, fem., 8 mo. old, shots, reg. 441-7653 aft. 5.
CEMETERY lot at Greenlawn, \$150.

BUNKBEDS, \$60. 748-8539. **PIANO**, upright, good cond., \$120. 485-5832.

PRUNE plums, Blue German. 483-

TIRES (4), 9.50x16.5, 8 ply, Generals, good, used. 672-2267 Rnk.

DAVENPORT, good, \$40. Sewing machine, \$35. 483-0317.

WHEELCHAIR & adjustable commode. 447-2772.

'66 MERCURY, 390, 2 bbl:, 4-dr., PS, auto., clean, \$400. 448-1585.

OLD bathroom sink w-city faucet.

745-5285.
CAMERA, Argus, C3, GE meter, self timer, \$35. 447-1750.
FURNITURE, living rm. & bdrm. 30" elec. stove, misc. 439-5701.
LAWN sweeper, Mont. Ward, good cond., \$5. 744-0773.
DISHWASHER, GE, like new, reasonable. 456-8170.
DRYER, electric, ex. cond. 483-1381 eves only.
VW tires (4), almost new, \$10 ea. 456-VW tires (4), almost new, \$10 ea. 456-

VW tires (4), almost new, \$10 ea. 456-3047.

SOFA, 96", gold, green, like new, \$125. 484-3917.

'73 MOB. hm., Victorn., 14x67, asm. mort., \$1300 dn., \$10,800. 485-6261.

'70 SKYLARK, 2-dr., vinyl HT, AC, AT, PS, lo mi., clean. 485-6193.

STORM windows & screens (3). 2 drapery rods. 745-0762.

RACING go-cart, MC91B, never raced, startr. extrs., \$350. 484-8742.

CAMPER, Nimrod, sleeps 6, stove

8/42.
CAMPER, Nimrod, sleeps 6, stove, lantern & tbl., \$375. 448-3743.
'75 MOTOR, Johnson, 6 h.p., never used, \$395. 432-2414.
BIKE, girl's, 3-spd., Schwinn, 484-2329.

2329.
COUCH, 82", rose beige, good shape, \$50, 447-9298.
WOOD storm windows & door. 456-1643 aft. 5.
FURNITURE, 3-pc. set. 485-2111.
BUNKBEDS, ex. cond. 447-9941.

Please Turn to Page 3

## Helping others by giving blood

GOOD FEELINGS come naturally after donating blood, as shown by the smiles on these Winter Street plant employees after last week's Blood-mobile visit there. At right, Paula Gevers holds up her American Red Cross blood contribution record card which indicates that she's reached the impressive mark of eight gallons.

Below, James McKinny, left, who has donated three pints to date, and Glen Sanderson, eight pints, relax with refreshments after doing their part.





## **Next blood drive October 7!**

Continued from Page 2 PUPPIES, AKC Tiny Toy poodles, white. 747-5692.
GARAGE sale, 9541 Manor Woods Rd., Sept. 16-19.
'69 CHEV. Impala, 350, V8, 2-dr., HT, good cond. 622-4744 Ossian.
DRYER, GE, gas, almost new. 743-635

6352.

SNOW tires & rims, 8.85-15, studs, half tread, \$30. 456-1450.

AIR cond., GE, 18,000 BTU, used 2 yrs., good cond., \$125. 745-1315.

'69 PONTIAC, GTO, 4-spd., 47,000 mi., no rust, garaged, \$1500. 483-2767.

DOGHOUSE, 33x48, custom built, \$35.

672-2249.

73 VEGA, hatchback, auto., new tires, ex. cond. 749-9798.

CONV. washer, elec. range, GE refrig., misc. 749-2710.

VAPORIZER, booster chair, tent, 10x16, make offer. 747-4354.

POOL table, 6x8, \$30. 748-7788.

POODLES, AKC, silver, males. 745-7794.

2724.

'68 OLDS, 350, air, clean, \$750 or best offer. 749-1296.

TRAILER skirting. 592-7279 Decatur. LAVATORY, 3-drs. inside, best quality storm door. 749-5956.

J.B.'s Sham-O-Kin has returned, '76 fee, \$100-125. 724-9565 Decatur. CHAIR, It. green, swivel, very reas. 744-9479.

'68 KAW. 650 chopper, reblt. eng. '67 Galaxie, best off. 639-3335.

CONCORD grapes, \$1.15-pk. or \$4.50 bu. 426-6824.

IBM Selectric, typwrtr., ex. cond., \$325. 484-6327.

'69 CHEV. ½ ton pickup w-'69 camper, best offer. 432-6425.

SPOILER for '67-'69 Firebird or Camaro. 748-8871.

GLIDER frame, no cushion. 749-5375.

#### WANTED

CHEST of drawers, reasonable, 747 4282 days.
WILL haul your unwanted items. 483-

FRYERS, 21/2 to 3 lbs., dressed. 483-

MAN or boy to work on farm, cut weeds, gen. work, 745-2764, TRAILER, 1-wheel, 438-9473 aft, 5.

TIRES for car, 15", 4-ply or better, good tread. 489-5408.

SWING set frame. 745-7145.

LATE model GE washer, white. 485-DRAFTING set. 637-3303.
PIANO, used, upright. 489-5770.
COUPLE to share home with widow, rent free. 429-5396.
GOLF equipment, miter box. 745-1588

#### FOR RENT

GARAGE, 2nd shift, just outside College St. gate. 422-5003.

#### FREE

LUMBER, by removing building. 447-9109. **WOOD** screen door, 311/4" w. 747-5236. **GERBILS**. 425-6421.

## Authorization of SB Plan payout due at year end

The holding period for U.S. Savings Bonds purchased in 1970 under the Savings and Stock Bonus Plan will expire on Dec. 31, 1975. By now each Stock Bonus participant with securities due in the distribution in early 1976 should have received an Authorization Form for use in providing instructions for the 'payout." Stock Bonus Plan participants should use this form to provide needed information for the delivery of securities due them in 1976 under the Plan.

The form is in two parts. Part I shows a participant's 1970 savings in Bonds, as well as the bonus shares of GE stock, due in the "payout." Part I also shows how stock shares and U.S. Savings Bonds received previously under the Plan have been registered. No action is required if stock and Bond registrations are to remain the same — except to keep the Form as a record of what is due in the distribution.

Part II is for use in case a participant wants to make changes in registration of securities, or if he or she had a change of address, or has never received stock shares or Savings Bonds under the Plan in the past. Instructions for providing the information requested in Part II are on the reverse side of the

And just a reminder — Participants of the Savings & Security Program must have their Authorization Forms in by the Oct. 31 deadline.



# Alley Chat **Debbie Bowers**

Our first scores of the season have been coming in, with Max Walton (Small Motor League) slamming in a fantastic 277 game (there goes your average for this year, Max)! Dave Myers hit a 234, and Jim Baulkey scored a 200.

In case you failed to read the last "Alley Chat," we still have openings for bowlers in the following leagues: Monday Morning Ladies, Monday Night Ladies, Tuesday Hermetic (men), Wednesday Owl (men), Wednesday Small Motor (men), Kings & Queens Mixed, Thursday Apparatus (men), Friday Morning Ladies, Friday 2-Man Doubles, Friday Nite Men, Saturday Bonnie & Clyde Mixed, Saturday Alley Kats, Sunday Afternoon Mixed, and Sunday Moonlight Mixed.

Anyone interested should call the GE Club, Ext. 2042, for further information.

And just one personal note. Since this is my last "Alley Chat" before I leave the company, I want to thank for their cooperation all who helped me write this column. I've never known a nicer group of people than those I've met here at GE.

□ Ride Wanted

Signature

| □ Wanted                                  | *1              |           | Ride      | ers Wanted |         |            |
|---|-----------------|-----------|-----------|------------|---------|------------|
| ☐ For Rent *                              | GE NE           | ☐ Lost    |           |            |         |            |
| ☐ Free                                    | ALL ADS         | MUST BE   | PRIN      | TED        | ☐ Foul  | nd         |
|   |                 |           |           |            |         |            |
|   |                 |           |           |            |         |            |
| A do moved he week                        | and ambiguous A | hio forms | h         | Atond      | for     | ublication |
| Ads must be receiv Friday. Submit only    |                 |           |           |            |         |            |
| form; don't include                       | spaces. Pri     | int phone | numbe     | ronly      | on line | indicated. |
| Property advertise                        |                 | available | without   | regar      | d to ra | ce, creea, |
| Name                                      |                 |           |           | Blda       |         |            |
| Home Address                              |                 |           |           |            |         |            |
|   |                 |           |           |            |         |            |
| Phone                                     |                 |           |           | GE EX      | rt      |            |
| * The item(s) referring business venture. | ed to m this    | ad is are | e in no v | way co     | nnected | with any   |
| GEN Form A 2                              |                 | _         |           | Si         | gnature |            |

## Volleyball time again

The 1975-76 GE Women's Volleyball League is now forming. A minimum of four teams is needed to begin a league, and an extra effort is being made this year to get the season started.

Women must be GE employees to be eligible to play. Lack-ofwork women can play as long as they are still on the GE payroll (one year) and are not employed full-time elsewhere.

For information on membership, call the GE Club, Ext. 2042, or Cheryl Finzer, Ext. 2781.





 Stain resistant, jewel-like finish P15 and complete immersibility \$18.25 for easy cleaning.

surface.



\$27.59

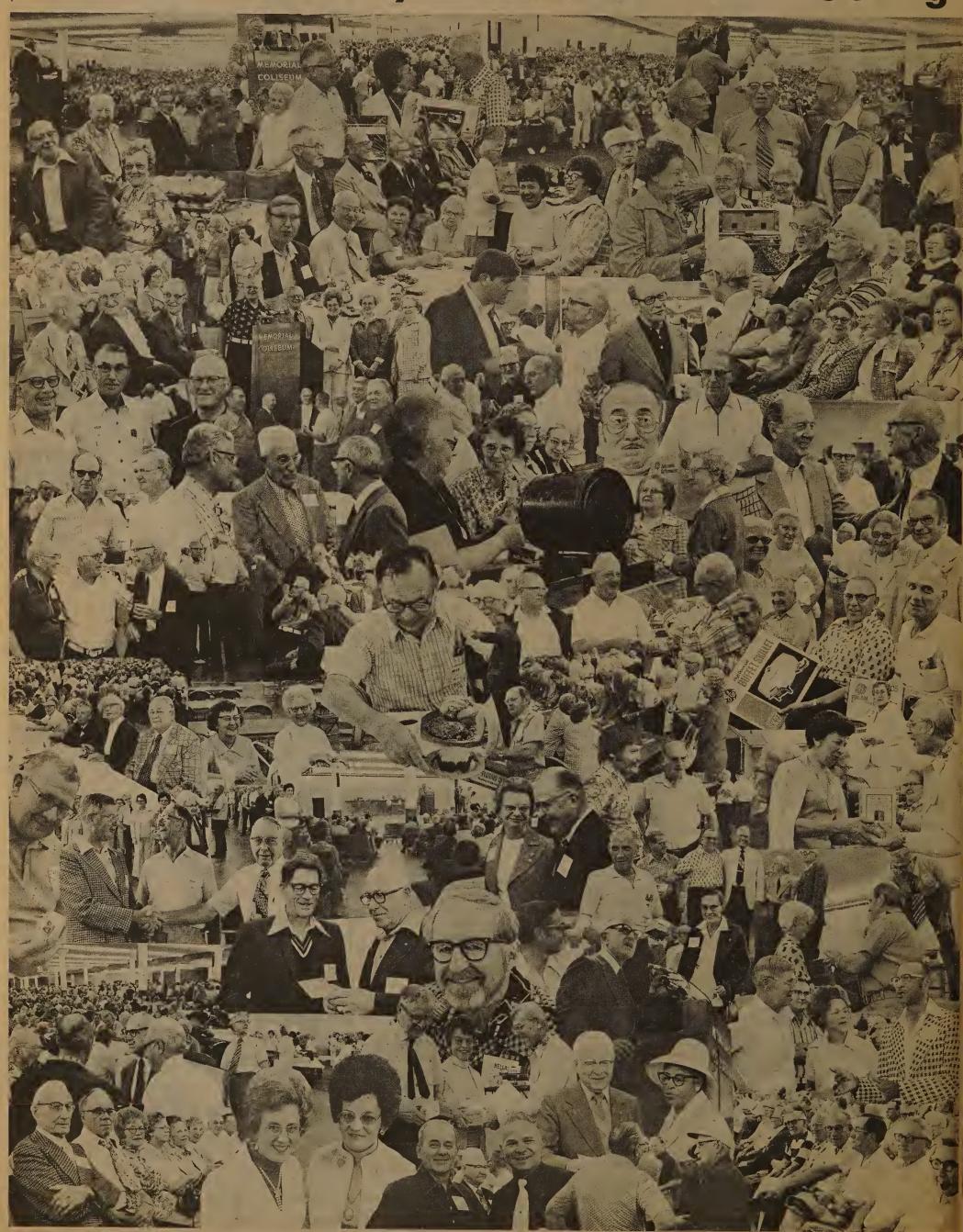


• 3-in-1 appliance. Automatic 4-slice toaster, doubledinner oven. <sup>195</sup> \$36.79 Top browner.



Get refund coupon from Employee Store

# More than 1,400 shared a fun-filled Saturday at Quarter Century Club's 61st Annual Outing





Saturday pienic brings children of GE firemen, plant protection officers to zoo! See photos on page 2





**SEPTEMBER 19, 1975** 

## 'Blackjack' odds in their favor

## GPM, SMD team up bolster sales

business calls for departments to use a different selling strategy than they ordinarily would if order levels were good and the economy were strong. Both the General Purpose Motor Dept. and the Specialty Motor Dept. recognize this need, and each has been aggressively, but independently, promoting its broad product line to distributors and Electric Motor Servicenters in 1975 through special incentive

Of all these programs, the most recent one — "21" Blackjack has had the greatest sales punch.

The present downturn in As well as its unique appeal to General Electric customers, the program's success can be attributed to GPM and SMD joining forces to offer a broad base for customers to select the GE fractional horsepower motors

which best fit their needs. For years, GPM and SMD customers have readily identified with the familiar General Electric name. Turning this strong GE-identity image to their mutual advantage, the two departments became one large market basket of supply for these motor customers during the successful Fall sales special.

Designed and coordinated by distributor sales managers Joe Scattaregia, GPM, and Don Nelson, SMD, the "21" Blackjack program has provided a winning combination of product offerings.

Customers who ordered 21 motors, in any combination of Specialty Motor or General Purpose Motor models, received a bonus motor at no charge. They made their original selection from stock motors, featuring SMD's new Energy \$aver heating motors and GPM's new industrial Serv-S-Line units at special net prices. And, they had the opportunity to buy an at-

gave them the chance to win 21 silver dollars. As the Blackjack program draws to a close this weekend (on the 21st day of this month, naturally), Scattaregia and Nelson review the joint effort as a

success. "We've had very favorable comments about the '21' program from our field sales people, and we're achieving targeted sales objectives,'

Scattaregia notes.

According to Nelson, "No other motor manufacturer is able to offer the breadth of product line that SMD and GPM can by joining hands. As well as giving us good marketing and promotional activity relative to our competition, teaming up on this program has been of obvious advantage to our customers.''

Scattaregia points out that the distributors and motor shops have benefited not only from the price specials, but also through ease of ordering as a result of the combined efforts of the two General Electric departments

But now that this special program is over, what's next?

"Judging from the way the Blackjack '21' program has gone,'' the distributor sales managers jointly conclude, "we're certain that our two departments will be getting together again on similar promotions and customer sales opportunities next year."

## Return on investment?

## GE families among the many in area benefiting from United Way services

According to an activities summary of the many community service agencies in this area, those which are gathered beneath the wide umbrella of the Allen County United Way last year reached out to help more than 700 GE employees and members of their families. And that was at a time when employment levels and economic security were stronger than they are today!

This year, the "GE people served" totals of United Way member agencies is undoubtedly higher. In addition, since these agencies include groups such as the Anthony Wayne Council of the Boy Scouts, the Allen County Office of Economic Opportunity, and many other large organizations, the far-reaching effect of their services in this community makes it almost impossible to determine a precise number of people who finally benefit.

In all probability, there are thousands of current GE employees at work and on layoff, GE retirees, and GE family members who make use of United Way agencies in Allen County.

These community organi-



way to conduct solicitation activities within GE were outlined last week by Ed Misselhorn, right, in a "training the trainers" seminar. Meeting with solicitor training chairmen, Misselhorn briefed them on questions ECSF solicitors may be asked during the upcoming drive and supplied appropriate answers to best explain the purpose behind United Way within the purpose behind United Way giving through payroll deductions. The solicitor training chairmen in turn are bringing this information back to their department solicitors

zations vary in the type of services they offer, ranging from the Y.M.C.A. to the Visiting Nurse Service to the Allen County Society for Crippled Children and Adults. But they all have one very important thing in common they operate for people by

tractive motor display stand at

about one-third the normal price.

received a free deck of GE

monogram plastic-coated

playing cards. They also had

their names entered in a "21"

Blackjack drawing, held every 21

days during the program, which

With each order, customers

receiving help from people.

Men and women at General Electric here have the opportunity to give that help through their contributions to the Employee Community Services. Fund (ECSF). Throughout 1975, the member agencies of the Allen County United Way have been bombarded with requests for services. Their needs have risen dramatically as a result of these requests, and individual employee donations to ECSF can help these agencies continue to serve area residents.

The ECSF annual solicitation drive this year will begin in GE plants and offices here on Sept. 29 and continue two weeks through Oct. 10. Like last year, only those employees who are not currently making authorized ECSF pledges through the percentage method (designated percentage of pay per week) of giving through payroll deductions will be contacted by solicitors.

Groups of interested employees from GE departments here this week attended bus tours to United Way agencies in the area; additional tours have been scheduled for next week. Photos of these trips, and employees' reactions to what they saw while on tour, will be published in the GE News next week and on Oct. 3.

## Thanks to you it works... FOR ALL OF US



United Way of Allen County



BOOSTING BUSINESS WITH INCENTIVES, distributor sales managers Don Nelson, Specialty Motor, left, and Joe Scattaregia, General Purpose Motor, right, wait to hear the winning names of lucky customers being drawn from a treasure chest by Fred Holt, vice president and general manager of the Appliance Components Business Division. Customers ordering 21 motors in any combination of SMD or GPM models had their names entered in drawings for 21 silver dollars as an incentive bonus for the "21" Blackjack sales special. The joint SMD-GPM program was halled by Nelson and Scattaregia as a success for both departments.

# Hot dogs, Bingo, prizes and a crowd - ingredients of a big day!







GE volunteer firemen and plant protection officers brought the youngsters to an action-packed picnic at Franke Park last Saturday. . .





. . .and friendly animals helped add to the day's fun!

## 'Holiday on Ice' tickets discounted to employees

Wednesday, Oct. 22 — That's the date on which General Electric employees, retirees and their families can enjoy GE Night at Holiday on Ice and save \$1.50 on the price of each ticket!

Regular ticket prices for Holiday on Ice performances are \$6, \$5.50, \$5 and \$4.40. But by using the coupon below, GE families can reserve these same seats for \$4.50, \$4, \$3.50 and \$3.

This traditional discount offer for GE families is being made earlier this year, in advance of the soon-to-begin public sale, to assure the best seats for those who order early.

A highlight of the newest edition of Holiday on Ice will be the appearance of a number of characters from the awardwinning television program, Sesame Street. They add a new dimension to the popular ice snow that will please all ages.

As in the past, only mail orders for GE Night at Holiday on Ice will be accepted. All orders will be filled according to postmark dates on the envelope. The GE order deadline is Oct. 18.



characters from the popular Sesame postmark dates on the envelopes.

## BIG BIRD, one of the favorite Street television program, is featured in this year's edition of Holiday on Ice at the Memorial Coliseum. General Electric families can buy tickets for the Oct. 22 performance at \$1.50 off regular prices by mailing in the coupon below. Send for your seats early! This offer is being made in advance of the public sale, and GE orders will be filled according to

## **At Space Center**

## GE investment builds future hopes of new product markets, more jobs

Would you spend \$300,000 to soak up the rays of the sun? That's a pretty expensive suntan. The folks at GE Space Center in Valley Forge, Pa., spend that much, but not for suntans. Besides giving a great tan, the sun's rays also provide something far more useful -

More than 200 solar panels, recently mounted on the roof of the Space Center's main building, are collecting the sun's energy to provide 75 percent of the heat and hot water required by the cafeteria and kitchen

#### Many Advantages

Why invest several hundred thousand dollars to heat part of the facility? The way Lee Farnham, Space Systems general manager, tells it: "In addition to being in line with our commitment to conserve energy, this system will serve as a test bed facility to obtain long-term solar heating performance and reliability data. We'll also continually test new designs and concepts, and all of the activity could lead the way to a new business area for the company. In addition to serving as a test facility, the installation will also save about 12,000 gallons of fuel oil during an average Valley Forge heating season, and makes zero contribution to air pollution."

#### **How It Works**

Each of the solar panels consists of a black, heat-absorbing surface beneath two rigid sheets of clear plastic. As sunlight passes through the windows, the solar heat is trapped on the inside and transferred to a water and anti-freeze solution. The solution is then pumped through a tubing network to heat exchangers connected to forced air and hot water systems.

Insulated tanks store hot water for cloudy days. The tanks have been designed to supply the energy required to heat the cafeteria for three sunless, 10degree F. days in a row, if

Capital investment — whether it's \$300,000 or \$3 million — is designed to provide the facilities, equipment, and eventually the



A SUNNY FIRST FOR GENERAL ELECTRIC. This aerial view of the nation's first, private, industrial-scale solar heating system at the GE Space Center in Valley Forge, Pa., shows the solar energy collector panels which provide 75 percent of the heat and hot water required by the cafeteria-kitchen complex. The system also provides long-term solar heating performance and reliability data.

lead to increased productivity, varied product markets, and more GE jobs.

This isn't the first time the Space Division has adapted solar heat for heating purposes. Last year, in a project sponsored by the National Science Foundation (NSF), the electrical heating system of a junior high school in Massachusetts was modified to accept supplementary heat from 4,500 square feet of GE solar panels. Under another NSF grant a solar heating and air-

selected by the Energy Research and Development Administration as one of the major systems contractors to conduct the in-

new products that will, in turn, dustrial-commercial demonstration portion of the National Solar Heating and Cooling Program.

New GE customers? New markets? More jobs? Maybe. Continued research is needed to make solar heat affordable, and when it is, the applications and customer markets will certainly

In 1974 GE invested \$671.8 million in plant and equipment additions. So, the \$300,000 spent at GE's Space Center may seem like a very small drop in the conditioning system was in- corporate investment bucket. But stalled on a conventional mobile it is representative of what GE is trying to do with its investments: Recently, the Division was stay competitive, increase productivity through better facilities and equipment, develop products for the future, and build General Electric jobs.

#### HOLIDAY ON ICE GE NIGHT ORDER BLANK

Please send me — tickets at — each for GE Night at Holiday on Ice. I enclose a remittance totaling \_ Make checks payable to Holiday on Ice and ENCLOSE A

STAMPED RETURN ENVELOPE. Mail to Holiday on

Ice, Box 5157, Fort Wayne, Ind. 46805. VOID AFTER OCT. 18.

Vol. 57 No. 31

about the people who help make the world's most dependable components

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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

## Suggesters continue to slash costs, save steps...



DORIS MORR earned \$368 by saving DORIS MORR earned \$368 by saving a day's time on a routine procedure at Taylor Street. General Purpose Motor had been sending billing adjustments by courier to the computer center at Broadway. Doris suggested running these same items through an in-plant card reader as the cards are punched from accounting invoices. Trimming turnaround time to get billing adjustments onto computer records for nightly billing also keeps billing nightly billing also keeps billing current on a day-to-day basis.



SUGGESTION PARTNERS Cliff Thompson, left, and Larry Ehinger, right, split a \$330 suggestion award down the middle for their idea to keep insulating channels from slipping between the coils and cores of transformers built in the Specialty Transformer Business Dept. here. The channels were being pulled out of core windows during the processing, which created a ground during final testing. By implementing their idea to tape one end of the channels before stacking, the insulating material remains in place on both main and teaser coils during manufacturing. Larry has submitted 19 ideas to the GE Suggestion Plan and has had nine adopted. Cliff has turned in a total of 71 ideas with a record of 30 suggestion awards to his credit. The \$165 each received for this recent suggestion is the largest award either man has earned to date. It was presented by Specialty Transformer manufacturing manager Frank DeSantis, center.



MARIAN HAMILTON also submitted a suggestion at GPM's Taylor Street plant which involved the computer plant which involved the computer center at Broadway. Small packages and envelopes being transported between the two specific locations were sometimes lost, misplaced or improperly put in regular company mail. To ease identification of this particular mail for those who work with it, she suggested that speciallymarked canyas pouches with marked canvas pouches with destination labels be used. She earned \$312 for her idea.

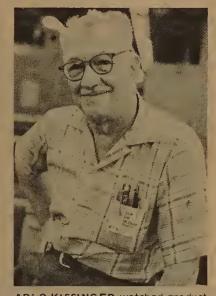


CHARLES KIZER earned \$250 for his suggestion to salvage hermetic stator cores in General Purpose Motor's Winter Street plant. When stators were machined too small for use, they were scrapped by the department. The suggester found that pressing on both ends of the shorter stators would increase their diameters enough to be salvaged. He also suggested that longer stators, which were also being scrapped, be CHARLES KIZER earned \$250 for his which were also being scrapped, be cut smaller so they, too, could be salvaged by GPM.

## . get cash for good ideas



LOIS TUBBS noticed that components being manufactured in General Purpose Motor's Broadway plant were being unnecessarily injected with extra wedging. She pointed out that only those motors which required a particular type of stator winding needed to undergo this process, and that many motors outside that category were being injected. It was the first suggestion submitted by this second shift employee, and it resulted in her earning a \$240 award for her efforts.



ARLO KISSINGER watched product demand at GPM's Winter Street plant and earned \$195 for an idea. Since "standard" motors are machine packed and "special" motors are hand packed, there was no hoist to lift motors for the standard motor production line. Manufacturing activity, however, was for special motors. He suggested installing an extra hoist on the often idle standard motor line so special motors could be hand packed there until business picked up.



ARTHUR SWAIN earned \$120 in the General Purpose Motor Dept. at Winter Street for his suggestion to regrind machine tools. Prior to implementing his idea, the department ment had to scrap many cast iron frames as the result of incorrect machining of diameter measure-ments. Rework was difficult and often failed to correct the problem. By using the suggesters' reground machine tooling idea, the proper diameters can be obtained and for-merly scrapped frames are saved.

'73 TRAILER, 12 x 60, many extras, imm. poss. 489-5602.
DISHWASHER, GE, built-in, like new. 639-6618.
BOAT motor, electric, used 2 times, \$45. 745-2710.
SHOES, men's Hush Puppies, sz. 101/2, new. 422-9323.
SNOWMOBILE, Mercury, & trailer, \$650. 484-4827. DINING room table, 6 chairs. 3 bowling balls. 422-5258.

WHEEL, 15", fits '46-'69 Chev. ½ T. truck, \$6. 824-1800 Blftn.

GARAGE sale, 4407 Wilmette St., Sept. 19-20, 9 to 5.

ALUM. siding, wholesale. Elect. boxes. Kittens, \$1 ea. 489-5357.

Please Turn to Page 4



# Alley Chat Dave & Ray

Walt Nielsen, who rolled to establish an average Thursday night in the Apparatus League, came up with a fantastic 606 series. All is not roses for Walt, however, as he still has to face his teammates next week. They will, of course, expect him to hold that 202 average. Good

Henry Helberg of the Small Motor League followed closely behind with a 604 series, which included scores of 222 and 209.

Warren Wickliffe of the Office League came up with a 231 game to win a trophy from the Club for scoring over 230 pins.

Maurice Haines just missed a trophy with a 228. Tough luck, Maurice. Ed Bienz also scored big with a 218.

Vera Woodson topped the women with a whopping 524 series.

Elmer Asbell led the Friday Nite Taylor Street League with games of 214 and 202. Ed Bienz followed closely behind with a 218 in the Apparatus League.

Other good scores were rolled by Harvey Reid, 217; Ray Vanalden, 212; Gene Egts, 212; Glenn Householder, 210; Gene Holdgreve, 209; Gus Karnes, 208; Charles Stubbs, 207; Charles Cochran, 206; Ted Winchester, Dick Wells and R. Friede, all of whom rolled 205s; Darwin Stanley and Dave Knepple, 203s; Carl Brandt and Maurice Haines, 202s; Dave Meyers, 201; and Ralph Hill, 200.

## Bowlers can still join leagues

The GE Club still has openings for interested bowlers in the following leagues:

MEN - Monday Office, Tuesday Hermetic, Wednesday Owl, Wednesday Small Motor, and Thursday Apparatus leagues.

WOMEN — Monday Morning Ladies, Tuesday Afternoon Ladies, and Friday Morning Ladies leagues.

MIXED - Wednesday Night Kings & Queens, Saturday Afternoon Alley Kats, and Sunday Afternoon leagues.

For details on these leagues, call the GE Club, Ext. 2042.

**RIDERS WANTED** 

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279.

#### FOR SALE

'73 GRAND AM, dk. blue, air, stereo.

73 GRAND AM, dk. blue, air, stereo. 748-7077.
PIANO, upright, good cond. Wall mirror, 30" x 48". 422-5117.
CHIFFEROBE, ant., 5 drawers wdesk & mirror. 483-0069.
FIREWOOD, mixed hardwood. 623-6664.
ROTARY spreader, Cyclone, used very little, \$10. 422-6330.
BOAT trailer, 14", 15" wheels, ex. wheel. 446-4153.
GE WASHER & dryer, good working order, \$20 ea. 456-6628.
'71 TOYOTA truck, good tires. 625-4970 aft. 6. & wkends.
WINTER coats, sz. 10-12, \$3 - \$5. 745-3042.
TRUNK, antique, hump-top. 747-2311.

3042.
TRUNK, antique, hump-top. 747-2311.
BIKE, girl's, 24", \$15. 745-5842.
'69 MOBILE home, 12 x 50, porch, must sell. 749-5261.
GOLF clubs, 2 thru 9 irons, matched set, perfect, \$25. 432-9871.
'MATTRESS & springs, full size. 744-5184.



CARL METKER Specialty Motor - Bldg. 12



LOYD DOLAN Specialty Transformer - Bldg. 26



**CLARA PATTERSON** General Purpose Motor - Broadway



ROSAMOND SCHOOLEY General Purpose Motor - Taylor St.

RALPH OBERHOLTZER retired Aug. 1 from the Specialty Motor Dept. at Taylor Street. As he looks back on more than 34 years service, he says he'll be ''taking it easy and doing a little hunting."

RUBY WICKLIFFE also retired Aug. 1 from Specialty Motor's Taylor Street plant. Working more than 22 years for the company, she's looking forward to her retirement as the perfect time to travel.

HOWARD COLBY retired from Area Services on Aug. 1 as a GE plant protection officer. With 34 years of GE service behind him now, he says, "I'll do what I can, when I can" during his retirement.

WILLIAM KAYSER observed his forty year anniversary with GE in the middle of August and retired from General Purpose Motor's Winter Street plant on Sept. 1. Now, he'll golf, fish, and "take it easy."

KATHERINE ERDLY plans to "take some trips" in the years ahead. She concluded a 32-year career with General Electric on Sept. 1 when she retired from the General Purpose Motor Dept. at Broadway

ROBERT WIGENT retired Sept. 1 from the Specialty Transformer Business Dept., wrapping up more than 35 years service with GE. He plans to keep active, although nothing is planned at this time.



Oberholtzer



Kayser



CHARLES DUNBAR also retired Sept. 1 from the Specialty Transformer Business Dept. His GE service dates back to 1941, and his future plans are to "take it day by day — each day as it comes."

CHARLES NORWOOD retired from General Purpose Motor's Taylor Street plant on Sept. 1 after more than 32 years of GE service, During retirement, he's planning to take trips to Hawaii and Alaska.

JOHN ROOT retired from Area Services on Sept. 1. While he looks back on nearly 34 years of GE ser-vice, he'll be "doing some fishing, loafing, and catching up on 'honey do' projects around the home."

Specialty Motor's Taylor Street plant on Sept. 1, concluding on Sept. 1, concluding a 32-year career with GE. She's planning a trip to Wisconsin, and then is going to "take it easy."

ARTHUR NICKERSON retired Sept.
1 from the Broadway plant of the
General Purpose Motor Dept. With
an impressive 46 years service to his
credit, he plans now to be "taking it
easy day by day."

WILLIAM SLATER will retire Oct. 1 from the Specialty Transformer Business Dept. after working 35 years for GE. He's heading for Florida this winter, right after his daughter's wedding.



Dunbar







Norwood

## 'Remember When' banquet set

The "Remember When" Club will hold its annual dinner meeting at Lester's Party Room, 1502 Bluffton Rd., on Oct. 20. The gettogether will begin at 6:30 p.m.

Any woman who was employed at General Electric before Dec. 31, 1945, is eligible to attend the meeting.

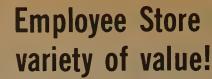
Reservations are due by Oct. 14 and should be made by calling one of the following club members: Mary Jane Kappel, 432-1089; Charlotte Standford, 448-3426; or Martha Zehender, 446-7915.

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In Memory

**GWENDOLYN MILLER, 455** E. Pontiac, Fort Wayne, died June 22. An employee on lack-ofwork from the company, her last job assignment here was in the Specialty Transformer Dept.

ARTHUR BRANDEN-BURGER, 1303 Windsor Dr., Fort Wayne, died June 23. He retired in 1961 from the General Purpose Motor Dept.

OTTO F. ROEHM, 834 W. DeWald St., Fort Wayne, died June 24. He retired in 1955 from the Specialty Motor Dept.

WALTER H. PAULMANN, P.O. Box 608, Bonita Springs, Fla., died June 26. He retired in 1965 from the General Purpose Motor Dept.

IVAH D. WINDSOR, 633 W. Creighton Ave., Fort Wayne, died June 26. She retired in 1958 from the Hermetic Motor Operation.

Continued from Page 3

DOGHOUSE, large, good cond., \$20.

- DOGHOUSE, large, good cond., \$20. 745-0723.

  '74 HONDA 750, like new, extras. 636-7264, Albion.
  '71 DATSUN PL 510, 4 cyl., 2-dr. sedan, clean, \$1425. 639-3465.
  '71 CAPRI, 4-spd., radial tires, vinyl top, \$1375. 724-4459 Decatur.
  AQUARIUM, 20 gal., fully equipped, \$60. 425-6421.

  TV, 17", table model, good picture, \$35. 485-6261.
  COFFEE table, glass top, Duncan Phyte. 484-5030.
  FAKE fur coat, clean, blk. & grey, sz. 18, \$20: 456-5344.
  LAWN edger & trimmer, used once, \$10. 489-4850.
  CANISTERS, tan plastic set, like new, 7 pcs., \$3. 489-4862.
  PORCH posts, antique, ornamental (2). 456-8170.
  CHAIRS (2), rose, fireside, ex. cond.

- CHAIRS (2), rose, fireside, ex. cond.
- 483-2019.
  HYDRAULIC brake controls, for cartrailer, \$10. 447-1188.
  BASEMENT sale, Sept. 25-26, 181 McCrum, Huntington.
  ADD-A-Room for camper, 810, very good cond., only \$40. 622-4707.
  HEAVY cured wood wash shelf in basement. 745-5285.
  PUPPIES, AKC poodles, silver, males. 745-2724.
  TOY Dachsund, black, 2 vrs. old. 432-
- TOY Dachsund, black, 2 yrs, old, 432-
- END tables (2), matching, \$20. 484-
- 5333.
  '64 CHEVY pickup, runs good, body rough. 565-3728 Decatur.
  STOVE, gas, 37" wide, 4 burners, good cond. 747-1272.
  BICYCLE, boy's, 3-spd., 26", like new, \$40. 489-5257.

## Men's volleyball meeting slated

2-8 cup capacity, styled in brown and white.

Wednesday, Sept. 24, in the GE For details, call Ext. 2042.

The GE Men's Volleyball Club trophy room. The meeting League will hold its first will begin at 7 p.m., and all team organizational meeting on managers are urged to attend.

## Elex turns out for conference



BOARDING THE BUSES for Cincinnati and the 27th Midwestern GE Women's Club Convention are from left, Elex members Inez Maidens, Beverly Shaw, Dorothy Boyer, first vice president Elsie Oliver, president Cynthia Lytle, Elex advisor Lorine Peters, and drivers Larry Bashop and Carl Stopher. A total of 122 Elex women made the trip last weekend.

'72 TRI-HULL, 15', w-65 h.p. Johnson.
'73 Honda 750, lo mi. 422-5003.
'63 VW, good cond., new paint job.
456-2305.

#### WANTED

DRILL press, old flat belt floor type.

489-3046.

SNOWBLADE for Wheel Horse tractor. 747-5461.

BABYSIT, days, 2 blk. Luth. Hosp., meals, fenced yard. 456-8841.

MILITARY patches, medals, ribbons, etc. 745-9602.

TRUNDLE bed & matching furn, canopy bed, 446-7211 eves.
MUSKRAT traps, 657-5653 Grbl.

WILL care for your preschooler in my home, have ref. 432-6425.
CHILD'S swing frame, to fit 31/2' wood porch swing. 744-9479.
SCISSORS jack. 456-2706.

#### FOR RENT

BRANDENTON, Fla., season only, mobile home, very nice, 657-5334

#### FREE

PUPPIES, female, mixed breed, 6 WOODEN storm & screen door comb., needs repair. 744-3866. comb., needs repair. 744-3866. DOG, part German Shepherd, 11/2 years old. 747-4878.

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## ECSF effort calls for everyone's help

PLEDGING THEIR SUPPORT before the 1975 ECSF solicitation drive officially begins here Monday are Specialty Transformer employees Flo Ratcliffe, foreman, left; Bobbie Douglas, solicitor, seated right; Bill Kumfer, solicitor; and John Segyde, IUE steward, standing right. As the United Way puts it: "It can be done if we work together."

## Elex volunteers aid United Way

The Elex Club's contingent of retired women have for several years been serving United Way agencies by volunteering their time and talents. Pen-El, El-Par and Partizan chapter members spend many hours at the Allen County Cancer Society, where they sew bed pads and dressings for patients who have undergone surgery.

The Honor-Rettes, the fourth retired chapter of Elex, also supports United Way efforts in this county. Last summer, members helped send two underprivileged girls to a Y.W.C.A. camp.

United Way works for people — with help from people.



HELP IS APPRECIATED. Retired members of the Elex Club's Pen-El chapter volunteer their time sewing bed pads and dressings to make life a little more comfortable for patients of the Allen County Cancer Society. Their labors of love were observed recently by GE employees who visited there during a bus tour of United Way agencies.

## Elex retirees come to potluck



RETIRED ELEX MEMBERS and guests assembled in the GE Club auditorium this week for the Elex Club's four chapter — El-Par, Honor-Rettes, Pen-El and Partizan—annual social program and potluck luncheon. Honor-Rettes chapter members hosted this year's get-together; Partizan chapter members will be in charge of the program next year. Lined up from left are Cynthia Lytle, Elex Club president; Louise Lewis, El-Par chapter president; Emma Ragan, Pen-El chapter president; Vera Sowards, Honor-Rettes chapter vice president; Lorine Peters, Elex Club advisor; and Hazel McDougall, Partizan chapter president.

## Does United Way work?

## That all depends on you

The 1975 Employees Community Services Fund (ECSF) solicitation drive begins in Fort Wayne GE plants and offices Monday, Sept. 29, and will continue two weeks through Oct. 10.

Employee contributions to ECSF through weekly payroll deductions are directed to the United Way of Allen County for distribution to 29 community service agencies. In addition, the United Way board of directors in 1974 authorized a one-time program to fund special services for the Allen County community. These are: Big Sister - Big Couple Program of Big Brothers of Greater Fort Wayne, Prenatal Clinic of Three Rivers Neighborhood Health Services, Mental Health Film Library of the Mental Health Association in Allen County, and SCAN (Suspected Child Abuse and Neglect).

Prior to each year's campaign, ECSF solicitors study the many worthwhile agencies which receive United Way support. Employees who have questions regarding any of these organizations, or need help determining what their "fair share" pledge and method of giving should be, are encouraged to ask these solicitors. If the ECSF representatives don't have the answers at their fingertips, they'll return later with the information contributors request.

The Allen County United Way is calling 1975 "a year of challenge" for this community. But by working together and pitching in where help is so vitally needed, the local United Way is hoping to turn a year beset with problems into a "year of achievement."



RECOGNIZE HIM? Meet Billy, fouryear-old son of GPM assembler Walt Noll. You'll be seeing him on ECSF-United Way posters at GE here.



SEPTEMBER 26, 1975

Employees visit agencies helped by United Way

See pages 2 & 3

## **Customers** benefit

# Fast deliveries, low inventory are goal of GPM 'Subathon'

This year's business environment has dictated that manufacturers pull out all the stops to free available cash supplies. One of the more noticeable methods of accomplishing this in a tight-money economy is to reduce inventories, where cash is normally locked up in products waiting to be shipped.

General Electric departments have been working hard to cut back on their inventories, and so have their customers. But when a GE customer gets an order, he's got to have the right components to build his product in a hurry. And with his inventory stripped down to bare minimums, he in turn needs fast response from his supplier — General Electric.

The General Purpose Motor Dept. last week introduced a new program to provide this quick turnaround to customer requests. In its "Subathon" promotion, GPM salaried employees will not only be looking for every opportunity to make quicker shipments to customers, but also working to reduce the department's own surplus inventory of motors.

As an incentive, GPM people who successfully substitute a surplus motor for one ordered by the customer earn a bonus point for each motor approved and sold at regular book prices. Bonus points add up, and with them, employees can select prizes ranging from a Cross pen and pencil set (20 points) to a GE stereo phonograph (500 points) to a GE color console television set (1,000 points).

Because the electrical or mechanical characteristics of a surplus motor may vary only slightly from customer specifications, a substitution can often fill his needs. The result? Instead of waiting an approximate eight to ten weeks for his order to come through a manufacturing line, the customer gets his order filled in the short time it takes to ap-

prove the substitution and process it for shipment.

As well as quality and dependability, improved customer service has always been a commitment of the General Purpose Motor Dept. The "Subathon" program will help strengthen this and provide GPM with an even sharper competitive edge.



FASTER DELIVERIES can result from GPM's "Subathon" to substitute surplus motors for those having only slightly different specifications which customers order. Marietta Craver, requisition edit clerk, shows how salaried employees will be checking lists for opportunities to help.

## Tours of United Way agencies show how ECSF



Handicapped learn job skills.

Hundreds of GE employees here the past two weeks have taken part in company-sponsored bus tours to several local United Way agencies. The trips were designed to give people a chance to witness first-hand where their contributions to the Employees Community Services Fund (ECSF) are going.

Last week, different groups of employees visited the Anthony Wayne Rehabilitation Center for the Handicapped and Blind, the Allen County Cancer Society, and the Martin Luther King Montessori School. As they left these United Way agencies, employees took with them some lasting impressions about the people they met and the types of work being done there.

Interested in their reactions, the GE News asked these employees to comment on two questions:

- Of all you saw on the United Way tour, what impressed you the
- Do you think pledges being made to the GE Employees Community Services Fund are doing any good?

Their replies appear below and on page three.



Work conquers disabilities.

## Of all you saw on the United Way tour, what impressed you most?

#### Children being taught

"First, the quiet and orderliness at the Montessori School impressed me. These children from all sorts of homes — some where quietness probably is the exception, adapting to this system shows me the merits and need of this

"Second, the quickness of the near-sightless people at the Rehabilitation Center was delightful to me. The many tests they give are time-consuming, but the appreciation of the man going out to a job after being almost helpless is wonderful."

### Knowing the 'clients'

"I was impressed with the way the Rehabilitation Center screens its clients to find out their weak and strong points."

#### No feeling of self-pity

"The people at the (Rehabilitation Center) workshop. They all seemed so happy while they were working. There was no feeling of them having self-pity or anything like that."

#### Making lives normal

"The help the Anthony Wayne Rehabilitation Center gives to handicapped children to give them some kind of normalcy in life. I think the things they teach is just amazing, and the patience of the instructors is wonderful. You have to be a special kind of person to do this kind of work."

#### Strong encouragement

"At the Anthony Wayne Enthusiastic workers Rehabilitation Center, the philosophy they use to encourage 'clients' under adverse conditions was very impressive and considerate. Industry could use some of this.'

### Handicapped help out

"What impressed me the most was the fact that handicapped people were helping other handicapped people. This was really so obvious at the cancer center where the instructor of a speech therapy class had had a tracheotomy. He was teaching all he had already gone through.

"People never realize, except if they have a handicap, how much help we need by giving to people — their time, etc.''



Never too young to be taught.

### Learning voice skills

"The rehabilitation of (retired) GE employees in using their lungs in talking (at the Allen County Cancer Society) after a cancer operation."

#### Overcoming hardships

"The people that have laryngectomies due to cancer of the throat are very extraordinary in that they can talk without a voice box. They have to overcome great hardship and frustrations to be able to accomplish speech.

"Also, it is amazing what a blind person can do if he or she puts his mind to it, with help of

"One of the things I was impressed with is the enthusiasm of the people who led our tours. It was most obvious there that these people truly believe in the work they were doing. With that kind of positive thinking people, I'm sure the patients are getting A-1 help.

"Another thing that impressed me was the way the men at the Allen County Cancer Society accepted their operations and were just happy to be alive.'

#### Concern and patience

"The concern and interest and patience shown by the employees of these organizations toward the individuals who are seeking help from these organizations.'

### Many services offered

"I was most impressed by the services that the Allen County Cancer Society has available for cancer patients that are not in a hospital or nursing home.

"They make it possible for a cancer patient to be taken care of in his own home with all of the dressing material, bed pans, wheel chairs, hospital bed, etc., or whatever they can render to the patient free of charge. For those who suffer hair loss, they have free wigs of all colors.'

#### Important work done

"The entire visitation was reassuring. Both the Allen County Cancer Society and the Anthony Wayne Rehabilitation Center for the Handicapped and Blind are doing vital work by giving needed assistance to many persons who otherwise might not be able to afford it. I got an opportunity to refresh my memory on what the United Way does in line of services for our people.'

#### Help to enter society

"The facilities and knowledgeable personnel that are available and active in helping people regain their place in the community. Instead of becoming wards of society, many afflicted people of all ages are not only able to care for themselves, but to assume responsibilities for their families and others. Most importantly, 'these people' could be me or my family."

### Many people benefit

"The number of people needing the help of these agencies impressed me most. However, the facilities also impressed me.'

#### Response of patients

"The enthusiastic response of people being helped.'

#### Ready, willing to help

"The dedication, sincerity, and eagerness of all the people at the agencies to tell and show all the wonderful ways their various agencies were ready and willing to help people help themselves. Thus they were helping make this a better world by their presence and by their deeds."

## Job skills overcome he



Rehabilitation Center chef is blind, but not helpless.

## Courage of people was evident



Cancer Society teaches speech after throat surgery,

## Involvement is the key



Montessori School puts creativity into play activities

More photos, reactions to United Way tours



Employees prepare to see first-hand where their ECSF money is going.

## Do you think pledges being made to ECSF are doing any good?

• "Most certainly the work they (the United Way agencies) are doing couldn't be done without pledges. This work is beneficial to taxpayers by removing these people from welfare and placing them on a payroll."

• "I feel that the pledges are doing a lot of good. Without this money these agencies would not be able to operate and do the good work that they do. I wish everyone could give more."

• "I feel that anything we can do to help people less fortunate than we are is doing good. If they can be taught to be independent and earn a living of their own. I'm sure this is a wonderful feeling for them."

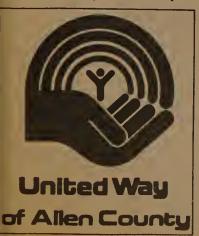
• "Yes, there are so many things that the United Way provides that the majority of us could not afford. But most of all are the children they help, and the cancer center working with the people to help them learn to talk again and the throat pads that are made and distributed."

• "No doubt about it."

• "A pledge is always better than none at all."

• "Some of the pledges are probably doing some good, but if I were pledging individually, I wouldn't pledge to some of the agencies listed."

• "Only if designated to a particular organization do I feel that the money is well spent



because it passes through fewer hands "

• "Had it not been for pledges made by me and my co-workers, some of these very fine services through the Anthony Wayne Rehabilitation Center and the Allen County Cancer Society might not have been available. The pledges are most definitely doing some good."

• "From what I saw on the tour, I can give a definite 'yes' answer to this question. Furthermore, with my meager arithmetic, a \$1 pledge per week will actually cost you about 75-cents per week due to the fact your contribution to ECSF is tax-deductible."

• "We have no idea how much good our pledges are doing because the cause and effects of our pledges are so far-reaching."

• "Yes, I just hope that some of the money doesn't get filtered away in somebody's pocket. It should all be used to help the underprivileged."

(Editor's Note — The concern over how much of the dollars being pledged actually go toward helping people is one which crops up among contributors annually. Money going to the United Way and each of its member agencies is closely audited by the National Association of Accountants to assure that pledges are used for purposes intended by contributors.)

• "Without these funds, the benefiting agencies' programs would be severely curtailed or possibly withdrawn altogether."

• "Yes. I am going to do my best to convince others to support ECSF. We are helping our own people, thus helping ourselves when we give to ECSF. Our contributions go further by 'United Way' giving."



The flag football season started last Saturday, and any of you who remember last year's season will be surprised to hear that there were no forfeits! However, we only have four teams this year.

Mike Beltz caught a 35-yard pass from the Leaky Hutch quarterback Steve Barva for a touchdown. Barva threw again to Tim Mihalic for a one-point conversion. Steve Hosier ran 60 yards to score for the Easy Riders. Unfortunately, after that fantastic run they were not able to make their conversion attempt and lost 7-6.

Dynomite shut out Ron's Raiders 29-zip. Cassell Blackburn threw to Ron Stewart for a TD, and Kurt Paris ran in for two, putting Dynomite 8-0 over the Raiders. It was Blackburn to Stewart again on a 30-yard TD pass, making the score 14-0. Paris ran 20 yards for a TD, and Stewart caught a pass from Blackburn — result: 21-0. Stewart ran 30 yards for the final TD, and Calvin Howell ran in for two, completing the scoring.

Anyone interested in watching the games should come on out to City Utilities Park (by the Coliseum) on Saturday at 1 p.m.

## GE basketball season near; league to meet

General Electric employees who annually find themselves wrapped up in Indiana's "Hoosier Hysteria" basketball fever can not only watch exciting games at the GE Club again this year, but play in them as well. The GE Basketball League will be holding an organizational meeting in the GE Club auditorium on Wednesday. Oct. 8, at 7 p.m. All team managers and interested players should plan to attend. For more information call L.H. Burt, Ext. 2278.



## Alley Chat by Dave & Ray

Jim Swalley of the Kings & Queens Mixed League led all bowlers this week with a 633 series, which included games of 221 and 223! High game in the league was Mike Dunbar's solid 224.

The Small Motor league and the Office League seem to be feuding with each other to see which can score the most 200 games. Each league came up with 11. It's been reported that the Hermetic League is gunning for them now. Charlie Gnau of the Small Motor League leads the pack with games of 233 and 212. Ron Whitlow, also of the Small Motor League, wasn't far behind with a 231 game. Harold Somers had a high 227 score, and Lee (Sandbagger) Schultz came up with a 225 game, in the Small Motor League.

Bob Stout led the Office League, scoring a 224. High games were rolled by Bill Maxton, 218, Office League; Maurice Haines, 213, Sunday Sandbaggers; Bill Kumfer, 212, GE Office League; Dave Knepple, 211, Kings & Queens Mixed League; Ken Bainbridge, 211, GE Office League; and Mel Guillaume, 211, Small Motor League.

Other high scores were rolled by Mike Hamman, 210; Bud Snyder, 210; Jerry Saylor, 209; Dick Wells, 209; Walt Reger, 208; Dave Meyers, 207; Tom Uhrick, 205; George Cooper, 202; Dave Knepple, 202; Bob Younghaus, 201; Max Walton, 201; Paul Long, 200; and Henry Helberg, 200.

Linda Rubrake in the Sunday Night Mixers League rolled a very good 528 series, with a high game of 198. Pat Johnston had a 183 single game.

Dave Knepple of the Kings & Queens Mixed League got lucky and converted a 4-7-9-10 split. Tom Uhrick made a 6-7 split. Teresa Elliot made a 3-7 split in the Sunday Night Mixers. Lee Steffen and Charlie Cochren each got 5-10 splits. Keep it up, gang!



## Keeping in touch on production concerns

FOREMEN AND HOURLY EMPLOYEES in the General Purpose Motor Dept. at Taylor Street recently took part in a series of "roundtable" meetings to review quality, scheduling, promises kept and customer service. Conducting the meeting above is GPM foreman Jim Stockman.

In Memory

EDITH L. GRAYBILL, 1085 Tasman Dr., Sunnydale, Calif., died July 3. She retired in 1960 from the Specialty Motor Dept.

WAYNE R. HARDY, 4716 So. Lafayette St., Fort Wayne, died July 3. He retired in 1960 from General Purpose Motor.

DOROTHY G. WEILER, Methodist Memorial Home, Warren, Ind., died July 4. She retired in 1963 from Specialty Motor.

GEORGE T. NOFFZE, 229 So. Main St., Avilla, Ind., died July 6. He retired in 1972 from the Technical Resources Operation.

## Ernie Riley dies; was retiree events head here

The Fort Wayne GE Pensioners Club and GE employees here observe with sadness the death of Ernie V. Ríley, who since 1961 had been chairman of the large retiree organization. He died last Thursday morning, Sept. 18, at the age of 78.

Having retired in 1960 with 47 years of GE service, the former Pensioners Club chairman was totally dedicated to the building and upgrading of the organization for local GE retirees. He was instrumental in initiating "Pensioner Potluck" dinner meetings, and pointed with justifiable pride to the fact that under his leadership, attendance at these gatherings grew from 42 people when he began to more than 400 retired GE men and women last year.



ERNIE V. RILEY



Vol. 57 No. 32

about the people who help make the world's most dependable components

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EDITORIAL OFFICES: 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

## Pensioner activities to continue as usual

Social activities, including "Pensioner Potluck" dinners, for General Electric retirees will continue as usual, according to Glenn Seabold, GE Club president. "We are all saddened by last week's passing of Pensioners Club chairman Ernie Riley," he notes, "but we plan to carry on the good work that he had been doing for so long."

## Elex Club plans a busy calendar in coming month

A fashion show in the GE Club and Bingo-luncheon program at Franke Park highlight the October calendar of events for Elex Club members. Here's next month's line-up of activities:

Oct. 1 — Elex Club Executive Board meeting; 1 p.m., GE Club Trophy Room.

Oct. 6 — Partizan Chapter executive board meeting; 11:30 a.m., Lucky Steer Restaurant, 2912 Getz Rd.

Oct. 8 — Pen El Chapter social meeting; 1 p.m., Y.W.C.A.

Oct. 13 — Elex Club social program — "A Showcase of Fashion" by Wilma's Town and Casual Shop, 7 p.m., GE Club auditorium. Tickets are 50-cents per Elex member and \$1 for each

Oct. 15 - El-Par social meeting; 1 p.m., Ranch House Restaurant, 3204 North Anthony

Oct. 16 — Elex Club luncheon program - Franke Park Pond Pavilion, 11:30 a.m. Bingo will be played, and tickets are \$2.60 each. This event is open to Elex members only.

Oct. 20 — Elex Executive Committee meeting; 4:45 p.m., Bldg. 18-3 conference room.

Oct. 21 — Partizan Chapter social program — 12:30 p.m., Centliver Village Apartments party room, Bldgs. 3 and 4, 2903 Westbrook Dr.

Oct. 22 - El-Par Chapter board meeting; 10 a.m., 6245 Donna Rd.

Oct. 27 - Honor-Rettes Chapter social meeting; 1 p.m., Bill Knapp's, 5820 Coldwater Rd.

Oct. 28 — Elex Club Executive Board meeting; 7:30 p.m., Bldg. 18-1 conference room.



#### RIDERS WANTED

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279.

#### FOR SALE

TRLR., 2-whl., utility loadg. plank, stl. plate, \$75. 747-2401 aft. 5
TV, color 23", console, must see, good cond. 456-1795.

TYPEWRITER, L.C. Smith, manual, \$10. 447-9109.

MOBIL E home, '72 Holly Park, 2 br., 14x65, wshr. & dr., \$10,500. 485-BIKES: 20" girl's, \$20. 26" girl's 3-

opu., \$30. 637-6463. ODIAL MATE, WLYV prize, like new, sell for \$150. 724-9565 Decatur.

**RAILROAD** ties. 639-6129.



Last year, 36,500 GE employees, and about 43,800 additional workers from firms engaged in supporting activities for GE had jobs because of GE exports. And millions of other Americans owe their jobs to exports. In fact, exports were the one source of increased employment in the U.S. during the recession. This country would have had three-quarters of a million more people out of jobs last winter if we had not had a big increase in exports!

But those jobs are far from secure. Other countries understand how important foreign trade is in the creation of jobs. That's why they provide favorable forms of tax treatment and other support for their export industries. This gives them a

competitive advantage over U.S. companies. That advantage could become overwhelming

if Congress increases the taxation of our overseas subsidiaries and repeals export incentives. Those actions—supposedly taken to protect U.S. jobs-will make it harder for American business to compete overseas. And jobs in this country, including GE jobs, will be lost not

Why? Because overseas affiliates provide the distribution channels, service, and business contacts for a large share of export orders. And export incentives have helped increase our overseas sales significantly.

As U.S. companies compete in world-wide markets, every cost factor—including tax costs —is important and could make the difference between orders—and jobs—won or lost.

Now is the time to encourage American business to compete harder; not to make it harder for American business to compete.

PONT., Catalina, air, PS, PB, AM-FM, cruise. 356-0806 aft. 12

LA-Z-BOY recliner chair, used. 485-

MUMS, 4 colors, 160 1224. BR., 12 ga., auto., Win. mod., 12 others. Mach. tools & chest. 456-

MANUAL adder, Rem., \$35. 4214 Reed St.

Reed St.

RM. heater 18 x 24, nat. gas, auto. contr. 745-4308.

COAT, br. w-mink collar, sz. 16, like new. ½ price, \$30, 773-5438 S. Wh. CAFE doors, 32"x48", \$12.50. 436-8162.

FIREWOOD, oak & hickory, dry, will split. 623-6664.
TRIPOD, Craig, w-pan head. 436-

STORAGE bldg., metal, 10 x 10, 1 yr. old. Afghans. 432-0498.

REPEATER, 12 ga. Stevens, 20" bbl., deer slug, 5-shot. 485-3394.

'71 YAMAHA 650, 45 MPG, \$600. 441-5413 aft. 3:30. PUPPIES, AKC German Shepherd. 484-9326 aft. 12 noon. CONCORD mobile home, 14x65, \$8700. 419-965-2486 Ohio City.

EXERCYCLE, motor driven, professional. 432-5941.

professional. 432-5941.

72 TRIUMPH chopper, springer, rigid, 650 cc, offer. 432-3955.

72 MUSTANG Mach 1, 351 V-8, 2 barrel, dk. grn. 657-5856 Harlan.
CB ant., new mighty mag III, 4 D.B. gain, \$30; tripods, 5' & 3'. 747-9606.
DINETTE set, beige, 7-pc., A-1 cond., \$65. 432-9026.

ANTIQUE porch posts, spooled. 456-8170. PINE flooring, (20), tongue & groove, 8' long. 439-0092. WINTER coats, 6-18, shoes, bowling balls, ice skates. 427-5862.
GAR. sale, Sept. 26-30, clothing & misc., 914 Schnelker, NH.
'63 VW new paint job, good cond. 456-2305

'63 VW new paint job, good cond. 456-2305.
'67 FORD Galaxie, 4-dr., good cond., \$250. 639-3335.
'72 TRI-HULL, 15', w-65 h.p. Johnson. '73 Honda 750. 426-5161.
CHAIN link fence, 1- 16' post & gate hdw. 749-0794 aft. 5.
ANTENNA, citizens band, trunk mount, \$15. 446-8525.
LOT, Wawasee Lake area, w-pier space, \$2200. 489-5408.
WNDW., 9', thermo., picture, new side sash, \$60. 447-3719 aft. 6.
'69 PONT., GTO, 4-spd., exc. cond. throut. 483-2767.
'63 PLY., 383, 4-bbl., 52,000 act. mi., 2-dr., PS & PB, mag whls. 484-7594.
RABBITS & pens. Desk. 447-2867.
TV, color, AM-FM, stereo record player comb., like new. 485-2764.
BEDSPREADS, twin, white & lavender. 456-5997.
BIKES, boy's, 3-spd., 26", \$25. 24", \$20. 484-6544.
WD. strm. windws. & screens, ass't., 2 alum. 743-5166.

\$20. 484-6544.

WD. strm. windws. & screens, ass't., 2 alum. 743-5166.

HOUSE, 4 bdrm., 2-story, near St. Jude's church. 425-6421.

FIREPLACE wood. 432-3447.

FIREWOOD, \$65-worth, only \$35 if you pick up. 484-4251.

FREEZER, GE, upright, 11 ft. 639-6582.

1630.

DODGE Coronet, 4-dr., PS, 1970-72.
744-4595.
GAS heater for '68 VW bug. 748-1423.
HORSE HAY, 150-200 bales, best quality, will haul. 724-9565.
MINI-BIKE, good, used, cheap. 693-3640 C'busco 5-9 p.m.
BABYSIT, days, 2 blk. Luth Hosp., meals, fn. yard. 456-8841.
TIRES, G78 or H78-15" for auto., good tread. 489-5408.
ADDRESSING, mailing & stuffing of any kind. 248-8507 Col. City. FOR RENT

489-9656.

STORAGE for boats, vehicles, campers, etc. 636-7264 Albion.

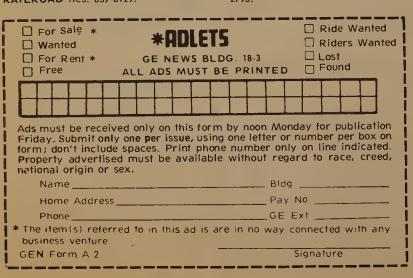
CEMETERY lots (2), Lindenwood, gd. loc., must sell. 489-5257.
DIAL or phone mate. 745-5285.
BAR. 743-3017 or 445-8453.
AQUARIUM, 30 gal., stainless top, equipped, \$25. 745-1630.
DRYER, electric, good cond., \$50. 489-9656.

WANTED

FILE cabinet, 2-drwr., legal size. 745-

#### FREE

TV, 21" console B&W, GE, not working, has good tubes. 447-6446. CATS (2), to good home. 745-0443 aft.



# SMD meeting challenges; 'bearish' outlook ahead

"It's been kind of a wild and turbulent year" for the Specialty Motor Dept., according to department general manager Dave Gifford. And while 1975 isn't over, employees are looking ahead to the fourth quarter, and to 1976, with some optimism.

In a series of brief business review and forecast meetings with all SMD salaried employees recently, Gifford explained that the department's business last May "fell to one of its lowest points in a long, long time.

"But we hit bottom around that time," he said, "and since then we've seen an upturn which should continue through the rest of the year and sustain itself into

#### Road to Recovery

The central heating and air conditioning markets, which account for SMD's largest sales volume, were hit by low numbers of housing starts and high customer inventories earlier this year, the general manager continued. "Now, though, it looks like our fourth quarter of 1975 will be ahead of the fourth quarter of last year, and we expect a better market share position as well," he added. Gifford also noted that the department's aftermarket, or replacement sales business, "is really moving," and will probably continue to climb in the coming year.

For several reasons, sales in SMD's room air conditioner market "will not be picking up as fast as we'd like," Gifford said, and forecast that demand for these components "will probably be down for the next few quarters."

The refrigerator and freezer market curve should continue its



"THE PEOPLE IN SPECIALTY MOTOR are really the important ingredient in our success," department general manager Dave Gifford told salaried employees. He forecast a sales upturn in the business future.

traditional pattern of little dramatic change, according to the general manager, and sales levels will remain fairly constant in 1976. In the department's "all other markets" category, an upward trend is anticipated.

**Good Signs** 

Reasons for SMD's optimistic outlook are based largely on economic indicators which the department uses as barometers of sales demand. Housing starts, for example, began to improve in the second quarter of 1975 and have continued to show gradual improvement. Gifford noted that the impact of increased home construction should affect SMD's

business in the first half of 1976, when these starts become housing completions.

In addition, consumer demand reflected by a chart for durable goods (less autos), one of the key market indicators followed closely by Specialty Motor, is showing a steady upswing.

#### **Business Achievements**

While sagging sales hurt the department earlier this year, the work performance of SMD people to overcome business problems was exemplary, Gifford commented.

"In reviewing the department's cost reduction program

through August, we have realized a \$4.4 million savings, which is 83 percent of our annual budget with only 66 percent of the year past," he pointed out. "Furthermore, outstanding efforts at all SMD plant locations as well as headquarters here have contributed to this success."

Another area of excellent performance has been the department's improvement of its cash flow position. Gifford credited people in SMD's finance, marketing and manufacturing functions for the cooperation which has allowed sharp reductions in inventory and receivables. "This has been a tough challenge, and a real good job has been done," he said

#### **Technical Advances**

Reviewing new products, equipment, processes and methods at the meeting, Gifford said, "We have not let the impact of the recession in sales stop our technical progress. In fact, we've probably seen more new products introduced this year than ever before. In addition, these achievements on the part of our engineers have been truly outstanding since these new products and developments represent the strength of our business in the future."

#### What's Ahead?

During the next five years, Gifford predicts a somewhat "bearish" outlook for the farther out isn't quite as good as we thought it would be a couple of years ago," he said, but he did forecast that SMD would continue to strengthen both its sales levels and market share.

explained, "and the growth rates of products are affected. Consequently, we have to look at things a little differently."

As energy costs continue to rise, for example, manufacturers of electrical appliances and components will be forced to change many operating strategies. "As a result, new markets will emerge and old ones will fall by the wayside," Gifford said.

"Did any of you visit the recent Fort Wayne Parade of Homes?" he asked employees. "There was a demonstration there of a solar heat collector and heating system. From a marketing standpoint, solar heating is in its formative stage. However, it's a concept which has long-range growth potential, and SMD plans to service this market as it grows."

Economic conditions have also caused several SMD customers and competitors to consolidate their operations, Gifford said. "With customers, this trend increases the threat of vertical integration (manufacturing motors in-house), and adds to their buying leverage. With competitors, it gives them larger manufacturing capabilities to match our scale," he explained. "All this means that the challenge for us is to stay technologically ahead.

#### Strength is People

"We feel that the people in department. "True, our future Specialty Motor are really the important ingredient in our success," the general manager concluded. "At the beginning of -1975, we said our major challenge was to 'manage uncertainty.' And you people have done just "The basic economy of the that, I certainly appreciate your United States has changed," he efforts during a difficult year."



**ELEVEN-YEAR-OLD HERO** Bill Richardson saved his home from burning to the ground by following instructions he learned in school from Saint Joe volunteer fire chief Joe Robinson, second from right. Joe is also a GE volunteer fireman and machinist in Bldg. 8. Next to him is Bill's grandmother Ida Richardson, who works in GPM at Broadway. At left is Saint, log volunteer assistant fire chief Harold Vesign. Saint Joe volunteer assistant fire chief Harold Yesier

## Volunteer time 'worth the effort'

National Fire Prevention Week is Oct. 5-11. If you don't find that particularly important, ask 11-year-old Bill Richardson or volunteer fire chief Joe Robinson how they feel about it.

Bill is the grandson of Ida Richardson, who works in AC motor assembly at the General Purpose Motor Dept. Joe is a machinist in the Appliance Components Support Operations. He's been a GE volunteer fireman for 20 years and a volunteer fireman in the Saint Joe - Concord Township, DeKalb County, the past 30 years.

As chief of his local fire department, Joe had shown a movie on ire safety to Bill's class at school. The film features a talk by retired GE plant protection chief Ernie Hanauer, and after its showing, Joe stressed remaining "cool and calm" when calling the fire departnent. That lesson paid off.

Entering his house one day when neither parent was home, Bill aw bedrooms filled with smoke. "The boy's quick, calm call to the ire station made my earlier visit to the classroom worth the effort," loe recalls. "If Bill hadn't reacted as well as he did, the house would have been lost in another five minutes."



OCTOBER 3, 1975

## CU declares bonus

The GE Employees Federal Credit Union has declared a six percent plus one percent bonus, a total of seven percent on savings for the quarter ending Sept. 30, 1975. All accounts as of that date are being verified, and members are urged to review September statements and report any discrepancies to the CU supervisory committee by using the postpaid envelope included with the statements.

## Production teamwork earns thanks

Employees in the General Purpose Motor Dept. at Taylor Street earned coffee and doughnuts at an afternoon break last week. The treat was the department's way of saying "thanks" for employees' work in achieving production schedules. Manufacturing manager Don Cochran, second from left in photo at right, personally congratulated people for their teamwork in meeting customer commitments and promises.







## Does your ECSF pledge really help? GE employ Of everything you saw on the United Way tou

Last week concluded a series of company-sponsored bus tours for GE employees here to all United Way agencies. The purpose of the agency visits was to show contributors to the Employees Community Services Fund (ECSF) where their money is going and how it's being used to help others in Allen County.

Employees made the rounds of the Allen County Cancer Society, Anthony Wayne Rehabilitation Center for the Handicapped and Blind, Martin Luther King Montessori School, Allen County Society for Crippled Children and Adults, American Red Cross - Allen Wells Chapter, Goodwill Industries, Fort Wayne Rescue Home and Mission, and Child Care of Allen County, Inc.

The thousands of men, women and children who depend on the many services offered by these and other United Way organizations leave lasting impressions on visitors. Because employees' opinions of the agencies they saw may be of interest to others, GE visitors were asked to share their reactions in the GE News. Responding to what impressed them most during their tours and whether they feel pledges to ECSF are being put to good use, their comments appear at right and on page three.



Learning life a step at a time.



Watching Red Cross at work

### No price tag on help

"I was very impressed with the work of the Allen County Society for Crippled Children. No money value can be attached to a successful effort to improve the life quality of even one person. A crippled child who is helped to become a useful member of society is worth all the money, and no price tag can be attached

#### Child's determination

"Although I was impressed by many things during my tour of the Anthony Wayne Rehabilitation Center and Martin Luther King Montessori School, there was one thing that impressed me

"A little three-and-a-half-yearold boy was sitting on my lap when a bell rang, telling him that it was-time for his cookies and milk. Before he left, he asked me if I would watch him on TV. I asked, 'Oh, are you going to be on TV?' He replied nonchalantly, 'Yes, when I grow up and play football.' With a little help from us and some luck, I am betting that he will make it."

#### Sudden recognition

"Every working day for almost two years, I drove down Calhoun Street past the Anthony Wayne Rehabilitation Center on my way to work. Also on the same drive to work I would notice one or two blind people walking down Calhoun. Not once had I associated those people with the Rehabilitation Center.

"The United Way tour most certainly broadened my appreciation for those less fortunate than most and what the Rehabilitation Center is doing for those people. I wish that everyone could see first-hand, as I did, how the AWRC portion of their United Way pledge is being put to efficient, constructive

### Care, love fill needs

"At Goodwill Industries I was impressed by the warmth between the workers and supervisors. I was delighted to learn that Goodwill works with the Red Cross, churches, and needy groups to give a fair discount if a family should be burned out and in need.

"The Rescue Mission reaches out not only to men, but whole families, and fills a great need for physical well-being as well as Christian love. Caring is sharing with love, and love is life."

#### Gaining independence

"I was most impressed at how the Rehabilitation Center teaches and helps handicapped people to take care of themselves, even helping them to a point that they can be employed again."

#### A right to be useful

"I was impressed with everything I saw. If any one thing stands out it would be the concept of the programs of the two agencies we visited — the Martin Luther King Montessori School and the Anthony Wayne Rehabilitation Center. The whole idea behind their programs is to help individuals who need a hand to become self-sufficient, useful human beings. Everyone has a right to this.'

### Spirit of handicapped

"The United Way tour is an experience. It is an experience in realizing that the things we take for granted are valuable. Sight, hearing, speech and health are precious. To regain them after a loss is difficult; it requires time, hard work and willingness.

"What impressed me most was the spirit of the handicapped and their desire to lead independent, productive lives based on their abilities. The Anthony Wayne Rehabilitation Center through United Way funds helps the handicapped gain skills through use of modern equipment and aids, a sub-contract workshop, and residential programs."

#### Helps taxpayers, too

Anthony Wayne Rehabilitation Center has programs available that I've been unaware of for getting people back into a place in the community after an accident or illness. Also, the work they do reduces the amount of tax dollars needed to support someone in a state institution by making them self-supporting."

#### A necessary place

"The fact that the handicapped can get help; if he is a willing worker, there is something he can do. The Rehabilitation Center is a very necessary place."

#### Making 'a go' of life

"The patience and calmness of the teachers impressed me, and seeing those less fortunate who are really trying to make a go of their lives."

#### Happiness all around

"The smiling, happy faces. Everyone was so pleasant.'

#### Living normal lives

"The Rehabilitation Center. where they were teaching people to take care of themselves to learn how to live a normal life again."

#### Blind chef 'amazing'

"I think the chef at the Anthony Wayne Rehabilitation Center — I think it is amazing how they can teach these blind people to do all the things they are able to do."



Employees hear sobering statistics at Allen County Cancer Society

#### Going on their own

"I was impressed on all that I saw, and impressed to hear that the Rehabilitation Center has been able to help some enough that they are no longer dependent on the Rehabilitation Center and that they can become dependent on themselves.'

#### Learning the basics

"The morale of Alfred, the cook, who will be leaving the Rehabilitation Center soon to make a life for himself and by himself as a cook. It was just unbelievable on my part that a blind person could be so enthusiastic.

"I just wish everyone could understand what it takes for a blind person to learn the basics of líving all over again."

#### Walking with pride

"While visiting at the Allen County Society for Crippled Children I saw a small boy, four or five years old, very much crippled by deformity. Although I would shudder to be in his condition, he was cheerful, happy, and very proud that he had, after two years, learned to walk with the aid of a twister brace and arm crutches.'

#### Retiree fights cancer

"I was impressed most at our second stop, the Allen County Cancer Society, by the talk given by Mr. Harold Steinbacher, a retiree of the Hermetic Motor

"Mr. Steinbacher has had two Could affect anybody operations for cancer in the last 15 years. After the first operation he still did not heed the danger signals such as temporary loss of voice, fatigue, etc. He went back to smoking, over-exertion and over-exposure. One morning he awakened and could not talk. Since the second operation and the removal of his larynx due to cancer, he has mastered the art of esophageal speech. He told of the many times of depression and frustration he experienced while learning to talk the new way. Mr. Steinbacher is now teaching esophageal speech three days a week at the Allen County Cancer Society, one of our 29 agencies supported by the United Way funds."

### Physical, spiritual aid

"We visited the Rescue Hom and Mission, and I was ver impressed with the good they ar doing for all people in need. The provide church and Sunda school for the people in the neigl borhood, or anyone who cares t attend. Anyone in need of a home food or clothing can get hel

"The Rescue Mission provide for the physical, as well as th spiritual being and is certainl worthy of help from the Unite

## Not just a 'babysitter'

"After visiting two agencies -Child Care Center and Cance Society — I was impressed b both. The Child Care Center isn' just a babysitter. The childre are able to learn things that ar geared to their age group as we as learn to play and share wit children, which will help ther. upon entering school.

"The Cancer Society has s many services such as supplies nursing care and rehabilitation for cancer patients, which wouldn't be possible if it weren' for the United Way.'

### Gentle, low key help

"I was most impressed by the great gentleness and the low ke of training programs, both at the Montessori School and the Rehabilitation Center. In structors seem to want to help instead of it being just a job."

"The Cancer Society — this gave me an uncomfortable feeling knowing that myself family or friend could very easily become a cancer victim and would need their assistance."

#### Many people helped

"The completeness, effective ness and the results of the Rehabilitation Center. The accept many ages and types o handicaps. Those who canno afford all or none of the costs o going through the center are covered by the United Way services and other contributions Mr. Dave DeVoe, the director seemed very competent."

# who visited United Way agencies sure think so!

## it impressed you most?

#### Way of showing love

"I think the thing that impressed me most was the dedication the workers and volunteers showed in their particular cause. This is very rare in our mercenary world of today. It is gratifying to find that there are a few people who know what life is all about.

"Love is a little word, but it has great connotations to it. The United Way is one of the ways of showing love to our fellow man. As a great teacher once said: 'It is thru giving that we receive.' Unfortunately, we live in a world of take and take, with very little give in it any more. 'The world is too much with us.'

"These people who love and give will receive their just rewards. We only go around once; we should make the best of

### Benefit to community

"The Society for Crippled Children — I think that they are performing a wonderful service to the community."

### Getting needed help

"The thing that impressed me most was to see how well these special people are getting the help they need. I think the Rehabilitation Center is doing an excellent job of helping the handicapped to be useful citizens. People who are fortunate never realize it until something happens to them."

#### A little means a lot

"The United Way tour most impressed me today by the ability of people whose life didn't turn out to be what they dreamed of. But what these people made of it, I am really impressed.

"It makes a person be thankful for whatever he or she is or does. I'm just happy to know that we have people who care, like GE members that give a little — it means a lot.

"To see people in their conditions, when it could have been one of us or our loved ones, and the will power of the people to something for someone else."

#### Need for more funds

"At the Society for Crippled Children and Adults, it was pointed out that United Way only paid for a part of their expenses, and for the rest they had to go into the community and plead with industry, doctors and stores to get. Since United Way is a way that everyone can give, it is a shame that more money isn't raised so that all expenses could be covered. If this were done, the staff-would be able to concentrate their time on helping the people who come to them for assis-

#### Self-confidence taught

"I was impressed by the way the handicapped and blind were being trained at the Anthony Wayne Rehabilitation Center to become self-confident, selfsupporting and then take their rightful place in the community."

#### Dangers of smoking

"The Allen County Cancer Society, because there I saw two retired GE men that had their voice boxes removed because of cancer. One of these men attributed his cancer to smoking cigarettes. After seeing this I saw men and women walk out and light up a cigarette. I don't understand how people can continue to do things that harm their bodies and expect not to be affected by these habits. I don't smoke (but I did), and all I can say is praise God for not having the smoking habit that very well could shorten my physical life.'

### Professional handling

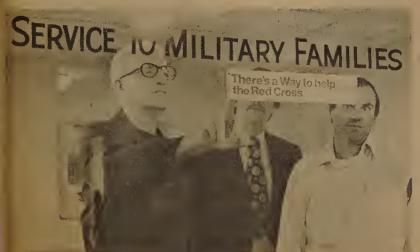
"I was impressed by the fact that the agencies I visited seemed to be well organized and professionally run.'

### Cancer supplies free

"The supplies, equipment and personal services the Cancer Society furnishes free to those cancer patients."

### Outreach 'tremendous'

"The dedication of the people at the different agencies. It amazed me at the tremendous ECSF is helping to provide real outreach they have. I never want to continue makes me realized they helped and did so happy to know I'm able to do much for people. They are doing a tremendous job."



United Way agencies provide benefits to many families in community.





Anthony Wayne Rehabilitation Center trains handicapped 'clients' to move into society with useful job skills.

## Do you think pledges being made to ECSF are doing any good?

many people good. The tour opened my eyes to see how many facilities are provided through our pledges. After visiting these agencies. I feel lucky I'm able to work and donate a share of my pay to help someone else.

"It's possible we may all need the help of one of these agencies, and with our pledges, they will be

- "I do now. Before I wondered!"
- "Yes; if only one child learns to walk or one person is saved by a blood donation, then the money is doing good."
- "After visiting two of our agencies and seeing our dollars at work along with church, clubs and individuals, I feel as if each of us as working men and women should extend a helping hand with our fair share of dollars to the GE Employees Community Services Fund.'
- "I feel that the money we give to the United Way drive will help to increase our great national asset of people by adding self-supporting handicapped individuals to its ranks. This I can see clearly is being done through rehabilitation at the agencies I visited - Goodwill and the Rescue Mission."
- "I feel the outreach is very tremendous, and pledges from the co-workers of our big company, along with the pledges from other big businesses and companies in our community, get the job done by dividing the responsibility that must come by giving from the heart to or for a cause you believe in ."
- "Yes, I sure do feel that GE's needed services. We have helped to put trained personner, equipment and supplies in place, and they are being used to help those in need."
- "Definitely! Without this help these agencies could not do all they do. If everyone would give just a little it would amount to a lot. It means a new start for a lot of people. Let God touch your heart. Give to the United Way!"
- "I most certainly do and only wish that each employee could see first-hand what these agencies are doing for people who are less fortunate than we are."
- "Yes, in both areas that we toured — the Rehabilitation Center and Montessori School."
- "Yes I do. I have seen what GE and other community service. funds have done. I think they

• "Yes, I feel ECSF is doing really do a lot of good for our community."

- "Yes, definitely the small amount that GE contributes is just a drop in the bucket for United Way because the amount for services is outragecus."
- "I'm sure our pledges to the Community Services Fund are very helpful to handicapped and unfortunate people."
- "Yes. I was amazed at some of the things they were doing. I think it would do some good for everyone to go through some of these agencies."
- "The pledges are certainly doing much good in the community, and many worthwhile organizations could not function without them."
- "Yes I do, because a pledge is a commitment that says — I
- "After seeing two of these United Way facilities at work I know that GE's ECS funds are put to good use."
- "Yes, I believe they are doing lots of good. For one category, all these things the blind people are learning (especially cooking) that they can be independent and feel
- "Yes, people should be encouraged to give what they can."
- "Yes I do. In order for these agencies to succeed and give the help that is needed, I feel that they need people with the proper training and qualifications."
- "By seeing the advanced equipment in use, yes, I would say our money is being put to good use."
- "Yes, and who knows, some day any one of us may need help from one of these agencies. Then I'm sure we will appreciate the help they can give us."

- "Definitely they are needed to continue helping individuals who would otherwise go
- "I feel the answer to this question is yes. As evidenced by the activities and programs of two United Way agencies - the Montessori School and the Anthony Wayne Rehabilitation Center, the ECSF is working working for others who need it and for us if we need it in the future.
- "Our pledges are used for materials and workers, two important ingredients for helping people to help themselves overcome disabilities and disadvantages."
- "The need is obvious. The services are there and being used. Any successful case makes the donations and efforts more than worthwhile."
- "I most certainly do, only I wonder how the General Electric can continue to ask a man to give and still not see the sacrifice it must be on the wages these poor people make.
- "Remember the 'widow's mite.' The people of General Electric continue to give in spite of cutbacks, lost wages and poor wages. The General Electric should be proud of its people and ask itself what can we do for
- "I think that the pledges are doing a superb job. I just wish that everyone was given an opportunity to visit the places that I did. I have driven past these places many times without having any knowledge of what was inside or the kind of hard work that goes on inside there."
- "It is a privilege to donate to the ECSF. One of my co-workers is on the GE ECSF board and it's good to know people like myself decide how to disburse our GE dollars."



Vol. 57 No. 33

... about the people who help make the world's most dependable components

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

**EDITORIAL OFFICES:** 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer



Dynomite sneaked by the Leaky Hutch 24-19. The game began with an on-side kick recovered by Jim Weems. Anderson Bridges ran 35 yards for the touchdown. Cassell Blackburn ran in for 2—result:8-0 Dynomite. The Hutch came back on a 40-yard pass play from Steve Barva to Tim Mahalik. No conversion. It was Barva and Mahalik again on a 35-yard play, but again the conversion was missed. Barva ran the next score himself and scored 1 extra, making the score 19-8 Leaky Hutch. Dynomite's Norman Weems returned the kickoff 60 yards for the next TD. No extra point here either. The Hutch intercepted a pass (Dave Hoppel), but Dave was tackled in the end zone by John Lapsley, giving Dynomite 2 for a safety. Then Ron Stewart scored with a 30yard run, and ran in for 2 more to complete the scoring.

Easy Riders got their first win by beating Ron's Raiders 26-8. Royce Bradbury scored the first TD on a 30-yard run. Bradbury ran in for 2 extra. Herman Williams caught a pass from Bradbury for another score. The conversion attempt failed. Ron's Raiders came back with a 60yard kickoff return by Sonny Williams for 6. The Raiders quarterback ran in for 2 more. Bradbury ran 30 yards to give Easy Riders 6, and Steve Hosier scored the final TD on a 40-yard running play.

I'd like to be able to give credit to the guys who helped score by blocking, etc., but Ron doesn't get their names. Could you guys keep track of the scoring and give Ron Stewart all the information you can after the games? Really appreciate it!

## Last campout next weekend

The GE Camping Club's last outing of the 1975 season is set for the weekend of Oct. 10-12 at Oubache State Recreation Area, east of Bluffton on State Road 316. To get there, turn east off State Road 1 at the stoplight just north of Bluffton and follow the signs. For more information call John Guethler, Ext. 3455.

## Pensioners' Potluck scheduled

Another free Pensioner's Potluck is scheduled for Oct. 14 in the GE Club auditorium. Beginning at 11:30 a.m. that day, GE retirees and their spouses will be enjoying good food, fellowship and Bingo. Those who plan to attend are asked to bring their own table service and contribute a prepared covered dish, pie or cake.

## You're invited to enjoy Bingo

GE employees, retirees, and GE families are invited to attend a free Bingo in the GE Club auditorium on Oct. 11 at 8 p.m. Grocery prizes for Bingo, and door prizes will be awarded. Children must be at least 12 years old to participate in the games.

## Trap & Skeet season begins

Teams are now forming for the 1975-76 season of the GE Trap & Skeet League. Activities begin Oct. 8 at the Winchester Gun Club, where a "learn to shoot" program starts at 7 p.m. The league is open to all GE people, including those currently on layoff, and their families. The Winchester Gun Club will furnish guns free of charge to any league members requesting them.



#### **RIDERS WANTED**

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279.

#### FOR SALE

'72 PONT., air, PS, PB, \$1800 firm. 238-2204 aft. 4. AVOCADO crushed velvet-lk. drapes

& bedspread. 745-9944.

SHADES (6), rollup, basswood, 13', 15', 16', 17' & 2-10'. 625-3260.

FIREWOOD, dried, \$35-cord, delivered. 747-4313.

MAXI-coat, new, br. Set aquariums, broiters. 449-1914.

broiters, 449-1914.

FUR muffs (2), headpieces to match, \$5 ea. 485-4437.

IBM 20" typewrtr., 10-key dec. tab, elite, carb. rib. 747-3871.

TWIN bed frames (2) & mahogany headboards, \$35. 745-9918.

'68 CHRYS. Newport, 1 owner, \$500. 484-9224 aft. 5.

BOOKS, paperback, .20 to .40. 744-

BOOKS, paperback, .20 to .40. 744-

SOOKS, paperback, .20 to .40. 744-5305.

'66 VW fastback, ex. cond. 749-8703.

APPLES, you pick, .10-lb. 2036
Neuhaus Rd. 432-0140.

OUTSIDE grill, good cond. 432-1719.

TIRES, (4), 8.55x14, belted bias, gd. tread, first \$25. 632-4869 Wdbrn.

COAT, ladies, sz. 16, gr. wool, mink collar, \$15. 747-4364.

HUMIDIFIER, stadium boot, new.

CHAIRS, lounge & La-Z-Boy; stereo, good cond. 432-1996.
SOFA, beige 72", good cond. 440-1142.
PUPPIES (5), darling, terrier mixed breed, \$5. 427-6551.

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## A WHOLE NEW **WAY TO COOK!**



### BRG20T/3820-112 **Broil-R-Grill**

- · For fast, two-sided broiling without muss and fuss. Saves electricity, kitchen stays
- Cooks bacon, steaks, hamburgers. seafood, chicken, grilled vegetables, snacks, sandwiches, etc.
- Cooks both sides at once, from 18% to 70% faster than range oven broiling (excluding preheat time).
- Easy to clean, non-stick finish on remov-able, immersible dishwasher safe grids.

## ONLY \$41.69

**Employee Store** Swinney Avenue

FIREWOOD, mixed hardwood. 623-

GARAGE sale, 4½ mi. E. of New Haven on US 30, 749-4804.
FIREWOOD, \$15-rank plus \$5 delivered. 1-723-5460 S. Whitley.
BOWLING ball & bag, \$7.50, 747-5021.
TV, 23", & minibike. 747-3805.

TV, 23", & minibike. 747-3805.
SPACE htr., 35,000 BTU, Perfection, 275 gal. tank. 749-9344.
PING pong table, good cond. 485-0100.
STUDDED snows, mounted for Pinto, \$30. 484-7570.
BATHTUB, cast iron. St. oak cupboard, sq. table. 432-0046.
OIL heater. 748-7929 aft. 4.
REFRIGERATOR, \$5; \$7 del. 627-2608 Grbill.

REFRIGERATOR, \$5; \$7 del. 6272608 Grbill.

COFFEE table, glass top, Duncan
Phyfe, \$20. 484-5030.

'69 PONTIAC LeMans, 1 owner,
45,000 mi., \$450. 432-1381.

'71 BUICK 4-dr., radio, air, like new,
29,000 mi. 747-4051.

WASHER & dryer, runs good, both
for \$50. 747-4745.

COAT, man's, winter, sz. 38. Hood
scoop, Charger, \$25. 745-0723.

'65 BUICK Spec., V-6, conv., \$250. 4329819.

9819.

CHAIR, It. grn., swivel, armless.
Wig, It. auburn, \$5. 744-9479.

DRYER, GE. 743-1646.

'74 HONDA Trail 70, 168 miles, ex.
cond., \$400. 432-6937.

TRIJNK, antique humpton; old 78

cond., \$400. 432-6937.

TRUNK, antique, humptop; old 78 records. 489-5257.

'73 FAULTLES, golf clubs, 4 wds., 9 irons, ex. cond., \$110. 447-6820.

WOOD storm windows for 1948 National Home. 456-1643.

TOOLBOX, 7-drwr., Kennedy, \$40. 429-5101.

429-5101.

ALTO saxophone, trumpet, guitar, cornet, aplif. 744-4587 aft. 3:30.

RAILROAD ties, \$4.50. 745-7448.

'74 DATSUN B210, auto., 30+ MPG, ex. cond. 419-399-3535 Paulding O.

NIAGARA massage chair, good cond., \$25. 432-5813.

COATS, men's, 42 & 44, & suits, 42 reg. 747-5568.

WALL lavatory sink & faucet. 743-1505.

ANTIQUE fainting couch, mint cond., \$300. 639-6129.
TABLES, 2-end, 2-occasional, 1 hall tree. 693-3491 C'busco.

free. 693-3491 Crbusco.
FIREWOOD, ash, \$20-rank, N.E. only. 485-3853.
PUP, AKC Toy Poodle, tiny, white, 8 wks. 747-5692.
YARD & garage sale, Oct. 3, 4, 5, clothing & misc. 4408 S. Colonial.
RIDING mower, 5 h.p., Simplicity, snow blade, chains. 483-7662 snow blade, chains. 483-7662.

#### WANTED

FLUTE, good cond. 426-0391. DOG house, large. 456-5516.



# Alley Chat Dave & Ray

The women earned bowling honors this week with two people shattering GE Club records:

Ann Arnett of the Sunday Sandbaggers rolled a Club high 554 series, including a good 221 single. Irene Trimble of the Hansel & Gretel League wasn't far behind her with a 553 series, including an impressive 223 single. Jean McDaniels of the Sunday Sandbaggers had a 532 series with a Club high 224 single game.

Darrell Bixby of the Hansel & Gretel League led the men with a 629 series and a high single 257 game. He must have really flexed his muscles before bowling these games. John Quinn of the St. Joseph Mixed League was right behind with a high 621 series; John rolled a high single game of 246. Don Hitzeman of the GE Office League had them flying with his 610 series, including games of 221 and 214. Don Gilbert of the Hansel & Gretel League also had an excellent 600 series, including a 230 game. Keep it up fellas and we may have a 700 series

The GE Office League has continued its good scoring, with 17 games rolled over 200 this week.

Good scores were reported by all leagues. Max Walton of Small Motor League and Bob Younghaus of Office League each rolled games of 234. Bud Snyder of Office League was close behind with a 233. Frank Dunfee had a 231 game and Don Aughenbaugh of Hermetic League rolled a 226. Skeets Lahrman of the Office League rolled games of 226 and 207.

High games were rolled by Office League's Milt Marks and Ken Bainbridge; both bowled 222 games. Dave Meyers of Saturday Alley Kats had a 220. Jim Sircey of Masonic League had 219. Richard Rodemeyer, Masonic League; Otto Eichel, Small Motor League; and Warren Wickliffe, Office League had 215; Jack Morris of Hermetic League had 214 and 213; Gene Bryan of Masonic League had 214. Tom Bice of Hansel & Gretel and Gus Karnes of Apparatus League each had 213s. Dave Uncapher (can't remember how he did it) of Hermetic League had 211; Ray Morris of Hansel & Gretel and Dick Blair of Small Motor also had 211s. Ray had a 202 game, too.

We wonder if Herb Langer would show us how he got a strike by hitting the six pin. How about it Herb? Paul Ohnesorge lucked out and made a 7-9-10 split. How's that for fancy bowling?!



## Views about job security; watch for it!

Much has been said about job security during the past year. In this special General Electric News - People and Products at Work, employees from GE plants across the country discuss how they see their jobs, and what it will take to keep them!

TREE cutting & trimming, call for estimate. 743-8219.
MICROMETER, 2 - 3" outside dia.

BABY cradle in good cond. 627-5301 Grbl. aft. 5:30. **EXTRA** long string beans, will take any amount. 483-5370.

WILL do interior painting. 447-5051.
OLD baseball cards & people in-

terested. 489-9656.

BABYSITTING, days, 2 blks. Luth.
Hosp., meals, fenced yard. 456-

business venture

GEN Form A 2

BRADENTON, Fla., season only, mob. home. 657-5334 aft. 4:30.

FREE

**HEDGES** for digging & cleanup. 745-

FOR RENT

KITTENS, want a good home. 483-7588.

PONY, 4-yr. stud, to good home. 625-4615.

Signature

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| he item(s) referred to in this ad is are in no v | way connected with any |

### Campaign winds down

## **Employees' support of ECSF** during 'tough year' appreciated

The annual General Electric Employees Community Services Fund (ECSF) solicitation drive comes to a close today. While the final results are being tallied, preliminary indications show that GE people here continue to show their support of the work being done in Allen County by the United Way, according to Pete Peters, co-chairman of the ECSF campaign steering committee.

"I recognize that this has been a tough year for everyone," he notes, "and on behalf of the steering committee, want to take this opportunity to thank the thousands of GE employees for the help they're giving others in the community through their ECSF pledges. In addition, we also want to extend our sincere appreciation to the many hardworking, dedicated employees here who volunteered their time and talents to this year's campaign at General Electric.

"As one employee said after personally visiting some United Way agencies recently on a GEsponsored bus tour: 'A pledge is a commitment that says — I believe.' I agree with that statement," Peters concludes, "and congratulate everyone who is helping us keep that important. commitment of belief alive."



ON TOUR of United Way agency.



# Your pledge goes a long way

Employee Community Services Fund at General Electric here, nearly 163,000 people in this community are receiving vital help from member agencies of the United Way of Allen County.

A summary of services prepared for the 1974-75 United Way Campaign reports the following numbers of men, women and children who benefited from your ECSF contributions in the past:

Allen County Association for the Retarded (239); Allen County

Thanks to you it works...

FOR ALL OF US



**United Way** of Allen County

Thanks to your pledge to the Cancer Society (983); Allen County Society for Crippled Children and Adults (137); Allen County Office Of Economic Opportunity (12,343); American Red Cross, Allen-Wells Chapter (35,933); Anthony Wayne Rehabilitation Center for the Handicapped and Blind (715); Boy Scouts of America, Anthony Wayne Council (18,215); Catholic Social Services (579); Child Care of Allen County (434); Family and Childrens Service (1,777); Fort Wayne Jewish Federation (572); Fort Wayne Rescue Home and Mission (12,238); Fort Wayne Urban League (11,077); Girl Scouts of America, Limberlost Council (17,563); Goodwill Industries (577); Legal Aid of Fort Wayne (390; Lutheran Social Services (2,616); Martin Luther King Montessori School (170); Mental Health Association in Allen County (11,394); Mental Health Center at Fort Wayne (1,295); Multiple Sclerosis Committee (25); Salvation Army (8,225); Visiting Nurse Service (964); Y.M.C.A. (12,818); and Y.W.C.A. (11,595).

> These people depend on services of the United Way, and those services depend on your support. Once again, GE employees came through. It feels good, doesn't it? Thanks for giving! Your pledge is helping!



OCTOBER 10, 1975

GE flips flashbulb market See page 3

# Support Operation employees briefed on ACBD expectations

Last July, various services of the Appliance Components Business Division were consolidated into a new organization called the Appliance Components Support Operation. Made up of the Technical Resources Operation, Manufacturing Resources Utilization, Division Purchasing and the Transportation Operation, ACSO manager Pat Coyle termed it "quite a conglomeration of people" when he addressed salaried employees of the organization in meetings last

### **Pulling Together**

"One of the main reasons for these meetings," Coyle pointed out, "is to provide an opportunity for us to get acquainted. With a business as diversified as this, we need to know who we are and where we're going, because we'll need to pull together if we're to do the best job of serving the division's needs.

"I wanted to meet each of the salaried employees in the new operation, and I felt it would be good for each of you to meet me, so we set up this series of informal group gatherings," he said. "There will be a little business information, a little crystal ball gazing, but mostly, getting acquainted

During the first three quarters of 1975, the Appliance Comdropped in physical volume. "But we've bottomed out," Coyle noted, "and we're forecasting a 10 percent increase in the fourth quarter and the same modest increase in 1976.

"Inventories at the retail level are pretty low, and that's good news for us," he continued. "It should help our Wire Mills in Fort Wayne and Shelbyville, and pick up increased business for our transportation facilities."

### Challenges Ahead

The ACSO manager told employees that Appliance Components Business Division sales levels are not expected to match those of 1973 until the year 1980. "But it all depends on which crystal ball you're looking at," he

"Some good GE customers are vertically integrating (building motors in-house) at their operations," Coyle 'They're cherry-picking as they take high volume motor lines for themselves and leave General Electric and other manufacturers to compete on smaller volume business."

Responding to a question about business forecasting, Coyle also told employees that one of the "big inhibitors and question marks" in predicting any upturn is the energy situation in the future. The monitoring of energy consumption, changes and costs,

ponents Business Division and their effect at Fort Wayne GE is one of the responsibilities of the Appliance Components Support Operation.

Working Smarter "The theme behind all this is that we're going to have to get a lot smarter about how we use the company's resources," he said. "That's the major reason for this new organization.'

To back up his statement, Coyle read from a letter written earlier this year by Fred Holt, vice president and general manager of the Appliance Components Business Division. In it, the GE executive noted that ACBD was "leaving a highly decentralized structure" to provide a better opportunity to concentrate on services that are common to all lines of the business through a pooling of resources. The object of this move, Coyle explained, is to help save energy and material costs, incur minimum investment, maximize purchasing activities and help make area departments more competitive.

Summarizing Holt's message, Coyle concluded, "This is a time in which we need to make our years of experience and knowledge pay off. The Appliance Components Support Operation will strengthen the pooled activities to serve the needs of ACBD.'



# People in pictures



GOOD BUSINESS APPRECIATED. John White, president of Taco, Inc. left, received a GE clock radio with engraved plaque during a visit and business planning meeting here last month. The radio commemorates many years of good customer-vendor business relationships, and was presented along with the thanks of Fred Holt, vice president and general manager of the Appliance Components Business Division, right, and Don Barlow, general manager of the Components Sales Dept., center. Sharing the appreciation from GE is Hans Kuster, vice president of Taco, second from left, as Wayne Smith, CSD district manager in New England, smiles his approval. Taco is a major customer of General Purpose Motor Dept. and Specialty Motor Dept. pump motors.



"IN RECOGNITION of Outstanding Performance" are the words printed on the Technical Marketing Program's PEAK Awards. Two were presented to marketing trainees Richard Hart, left, and David Johnson, right, by General Purpose Motor Dept. marketing manager Dick Fife. The award recipients, currently on assignment in GPM at Taylor Street, earned the honors for their exemplary work in serving GE customers, generating orders and boosting sales. This is Hart's second PEAK Award; he earned the first while working for GE in Detroit.

# Millions of dollars saved each year in GE telephone costs — if you help

"General Electric saves traveling employees during the two GE locations, the company millions of dollars a year in telephone service costs thanks to DIAL COMM, but you, the individual employee, make the difference in how much those savings really are," according to Jack Wright, manager of the telecommunications and information processing operations.

That's right; cost savings are literally in your hands when you use the telephone. "For example," Wright says, "a long distance telephone call on DIAL COMM to conduct company business costs about 140 percent less than if the same call were made on 'outside' toll lines."

Here are some money-saving tips for cost-conscious GE employees from Wright:

- "If possible, use the network outside of normal business hours, since there is no billing for DIAL COMM cells originated before 8 a.m. or atter 5 p.m.
- "Employees who travel on company business should make use of the 'Special Long Distance Telephone Service' card. It lists local numbers in more than 100 cities which may be called by

day or evening to gain access to DIAL COMM from hotels, airports, etc. Cards are available from local DIAL COMM coor-

- "When you call another plant location and the person you are calling is not in the office, leave your DIAL COMM number and your name and location. This avoids a call to the DIAL COMM operator for information, tying up network and operator time.
- "Another tip to remember is in some locations where there is heavy telephone traffic between

uses tie lines, which are leased from the telephone company on a flat-rate basis. Use them if necessary.'

DIAL COMM is for business calls only. The shorter the call, the less it costs, since costs for DIAL COMM are based on minutes of use.

Because there are more than 2,500,000 calls per month on DIAL COMM, the determination of usage is made through a sampling technique and statistical information on every fifth DIAL COMM call.

### DIAL COMM:

### Largest telephone network in industry

 ${\it General Electric's DIAL\ COMM\ telephone\ network-installed}$ in March, 1964 — is the largest industrial telephone network in

Divided into three regions (Eastern -8\*2; Central -8\*3; Western — 8 \* 4), the network has 16 switching centers enabling desk-to-desk dialing to 125,000 telephones in 3,100 GE plants, laboratories and offices in 450 cities and towns in the U.S. and Canada. In addition to GE locations, employees can place business calls to outside companies in some 7,000 communities either through a DIAL COMM operator or directly.

### Credit Union verifies accounts

The supervisory committee of the General Electric Employees' Federal Credit Union is conducting a verification of all members' accounts as of Sept. 30, 1975.

Mike Montgomery, committee chairman, urges each CU member to carefully check his or her September statement and notify the supervisory committee of any discrepancies by using the postpaid envelope which was included with that statement.

### August average of GE stock, fund reported

Here is the average GE stock price and the average fund unit price used in the crediting of participants' accounts for the month of August under the Savings & Security Program:

GE Stock Price ... \$44.542 Fund Unit Price ... \$24.670 Comparable averages reported for the month of July were: GE stock price . . . \$49.926, and fund unit price . . . \$27.114.

# In Memory

HAROLD L. GILL, 1326 Sinclair St., Fort Wayne, died July 9. He was an employee in Area

JAMES E. LETSINGER, 1202 Lower Huntington Rd., Fort Wayne, died July 9. He retired in 1960 from the Specialty Motor

WALTER B. CRAMPTON, SR., Port Charlotte, Fla., died July 15. He retired in 1967 from the Technical Resources Oper-

HELEN B. FRASER, 2914 Holton Ave., Fort Wayne, died July 20. She retired in 1966 from the General Purpose Motor Dept.

BERTHA S. ALBRECHT, 1910 Riedmiller Ave., Fort Wayne, died July 22. She retired in 1951

from the Specialty Motor Dept. GERALD B. SCOTT, 1318 Archer Ave., Fort Wayne, died July 24. He retired in 1968 from the power house.

CARL W. REYNOLDS, 706 Churchill Pl., Sun City, Fla., died July 26. He retired in 1966 from General Purpose Motor.

VERNA C. ALIE, 10071/2 Lake Ave., Fort Wayne, died July 30. She retired in 1961 from General Purpose Motor.

ROY J. BROWN, 1331 S.E. Third Ave., Fort Lauderdale, Fla., died Aug. 1. He retired in 1951 from Winter Street.

HILLARD L. MOORE, 7555 Old Decatur Rd., Fort Wayne, died Aug. 8. He retired in 1960 from Specialty Motor Dept.

ARTHUR H. HOLTERMAN. 616 Goshen Ave., Fort Wayne, died Aug. 8. He retired in 1971 from Specialty Motor Dept.

RAYMOND G. LOUDEN-BACK, 3122 Ogan Ave., Huntington, Ind., died Aug. 10. He retired in 1966 from General Purpose Motor at Taylor Street.

### **Employees communicate on GE communication**

A representative group of hourly and salaried people in the General Purpose Motor Dept. at Winter Street were invited last week to sound off about written and oral communication at Fort Wayne GE.

During a "Communication Sounding Board" session, employees registered their honest opinions of the GE News, GPM Live Wire, department bulletins, Monogram magazine, other corporate publications, and informative meetings. The meeting was chaired by Barbara Bugg GPM employee relations specialist; Dan Crabtree, communication manager, Employee and Community Relations Operation; and Dick Knoph, communication specialist and GE News editor,









# **NEWS NOTES**

### Industrial output makes big gain in August

Industrial output surged 1.3 percent in August, the sharpest gain in almost three years. In July, business inventories shrank 0.2 percent to a seasonally adjusted \$263.89 billion, while sales jumped 2.2 percent to an adjusted \$169.39 billion.

### Housing starts sluggish; interest rates rise

Homebuilding activity for the month of August was sluggish as housing starts edged up less than two percent from July levels, according to a report by the Commerce Department.

While the rate of new housing starts hit a 13 month high of 1.26 million units, building permits, considered an indicator of future housing activity, were down by five percent in August.

Henry Schwartz, Federal National Mortgage Association economist, attributes the minimal gain in housing starts to "interest rates." He says the recent rise in short term interest rates may push up mortgage rates and discourage new home sales.

### Metric measurement use on screw threads

An international agreement has been reached in Cleveland on a universal metric measurement system for screw threads, according to the Industrial Fasteners Institute. The accord marks the first such international agreement "in the history of the western industrialized world," the Institute reports.

The standardized metric sizes are expected to be issued by the International Organization for Standardization.

### Bicentennial commemorative plate offered

From now through the end of the year, General Electric is offering free a Bicentennial commemorative pewter plate with the purchase of any Potscrubber II<sup>TM</sup>dishwasher. The plate, a collector's



item with a retail value of \$75, weighs a hefty two-and-a-half pounds and depicts the signing of the Constitution of the United States in a deeply-carved relief illustration in the center of the plate. Six other smaller relief scenes depict other highlights of the fight for Independence. The Preamble to the Constitution is reproduced on the back of the plate. Pewter is an alloy based on tin which was extremely popular for domestic utensils during colonial times. Crafted by the

International Silver Company, the pewter plates are numbered and will be registered by the company in the name of the recipient.

All consumers purchasing a General Electric GSD950 or GSD1050 built-in dishwasher from a participating dealer between Sept. 29 and Dec. 31, 1975, are eligible to receive a plate.

### GE in Hickory cuts costs to protect jobs

General Electric's Hickory, N.C., plant has been closed a total of six weeks this year due to lack of orders. But that's a better record than its competitor, Wagner Electric, which has kept its distribution transformer facility in St. Louis shut down since June 1 because of order lag. In Hickory, many shop and office employees have been laid off and the Distribution Transformer and Protective Equipment Departments have been merged to achieve better operating economy. To protect remaining GE jobs, costs have been cut, overhead reduced, and operating expenses brought in line with the levels of reduced orders there.

### 'Getting it in writing' may not be best way

The National Handwriting Foundation estimates that poor nandwriting causes losses exceeding \$1 million every week. The most costly errors cited by the Foundation are tax mix-ups, misdirected correspondence, and misinterpreted instructions. Letters A, E, R, T, and digits 0, 2, 5 are the most common offenders.



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about the people who help make the world's most dependable compenents

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**EDITORIAL OFFICES:** 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

### \$173 million market

# FlipFlash represents big investment in development, production capacity

Years of research and Electric brand by a small taken with conventional flashes. development, plus millions in investment money, produced a product the size of a candy bar which General Electric hopes will leave its rivals in the flashbulb market in the dark.

The product — called FlipFlash was introduced to the consumer market recently. It's the result of some 100 man-years of GE research and development costs and investment in production capacity.

According to Lem Tarshis, Photo Lamp's manager of advance engineering, FlipFlash is a real team effort. "FlipFlash was developed by Photo Lamp with contributions from Lighting Research and Technical Services Operation, and Corporate Research and Development. FlipFlash is now in production at the Mattoon Lamp plant in Illinois after some extraordinary manufacturing efforts," Tarshis

Why such an all-out effort in time and money? Because amateur photographers fired-off about 2.25 billion flashbulbs last year, mainly in the form of flashcubes worth roughly \$173 million in sales to lamp manufacturers. GE and GTE Sylvania account for about 90 percent of all flashbulbs sold. But Sylvania presently outsells the General margin.

GE hopes FlipFlash will turn that around.

FlipFlash is designed for use with two new lines of Kodak pocket cameras, the Trimlite Instamatic and the Tele-Instamatic. FlipFlash is its own flash extender as it stands atop the new cameras. This eliminates the problem of "red eye," the reflection from the subject's eyes that often appears in snapshots



THE HEART of General Electric's new FlipFlash is this circuit board shown by quality operator Mary Aleshire of Lamp Photo's Mattoon, III., plant. The circuit board she holds has just constituted. has just gone through a process which automatically applies switches and conducting ink.

Eight flashbulbs — twice as many as a flashcube - face

forward in the FlipFlash unit. The top four fire first, then the unit is flipped over, re-inserted in the camera, and the next four flashes are ready for action.

FlipFlash's source of power is a tiny cube in the camera which emits "piezo" electricity when lightly tapped by an equally tiny striker linked to the shutter release. Unlike Magicubes which depend on mechanical links with the camera to fire the flash, FlipFlash can be used as an offcamera flash with an accessory offered by the Eastman Kodak Company.

Another FlipFlash advantage is the "Go Dot" signal system on the back of the unit which shows at a glance how many flashes are left and which flash is next to fire.

Paul F. Cameron, senior vice president for Sylvania's lighting product group, was quoted by Business Week magazine as conceding that, "FlipFlash will cut into our market."

Cutting into a competitor's market share is important. FlipFlash will help keep GE competitive and build job security through more GE customers. That's why GE spent years of research and millions of investment dollars on a new product the size of a candy bar.





LOOKING FOR COMPANY? Ad vertise "Ride Wanted" or "Riders Wanted" in the Adlets column!

RIDERSWANTED

BLUFFTON to Bdwy. or Taylor, 8-4:36, 824-0230. DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279.

FOR SALE

CORNER HUTCH for kitchen; will repaint. 485-3504.

DRAPES, 1 pr. patio door, 1 pr. dbl. window. 447.3811.

CAMPER on '68 Ford, heavy duty, CB, extras, \$2500. 432.9819.

BOWLING ball, 10 lb., rt. hand, \$5.

744 5170.

'65 MUSTANG, 289, runs. 747-4019.

DANISH modern settee & 2 chairs, walnut, best off. 447-5803.

CLOTHES, maternity, sz. 12-14, never used, reas. 483-7577.

GE POTSCRUBBER, harvest gold, like new 456-2888.

GE POTSCRUBBER, harvest gold, like new. 456-2688.
GARAGE sale, toys, furn., band items, Oct. 9-11, 9-5, 305 Arcadia.
CHAIR, swivel, lounge, beige; 2 willow baskets. 456-4851.
RUGS, (2), ex. cond., reas. Floor polisher. 747-4035.
FIREWOOD, \$15-rank & \$5 delivered. 1-723-5460 S. Whitley.
FIREWOOD, mixed hardwood, delivered, stacked. 623-6664.
GAR. sale, Oct. 10-12, books, pic. frames, antiques, 5531 Standish.
CHAIRS (2), rose, upholstered, ex. cond. 483-2019.
BASEMENT sale, 5-family, 4408 S. Colonial, Oct. 10-12.
TIRES (4), G78x15, good, \$36. 745-3079.

30/9.
RUG & pad, 9x12, lt. grey, wool, very good cond. 745-9675.
LAWN sweeper, 36". 456-3126.
DOBERMAN Pinschers, 4 mos., 2 fe., ears done. Rt. 1, Box 138, Antwero, O.

CHILD rocker, \$5; baby bed & matt., \$15; el. sterilizer, \$7. 422.9670. SNOW tires & rims, 7.75x15. 747-5731. STORM windows, various sizes. 447-

MAN'S complete wardrobe, sz. 42-48.

MAN's complete wardrobe, sz. 42-48.
483-5766 eves.
STORAGE bldg., 10x10, 1 year old.
Afghans. 432-0498.
MOB. home, 12x60, awning, skirt,
ctrl. air, 2 bldgs. 749-4732 aft. 6.
GARAGE sale, Oct. 10 & 11, 6713
Chickasaw Dr., NE, 9-6.
WINDOW & storm, 32x20; barbell set,

compl. 432-2332.

71 HONDA 450, 15,000 miles, \$600. 1-543-2577 Keystone.

SHIRTS, men's 16½ lg. & short sl., some nvr. worn. 745-4667.

72 HONDA 450. '74 Honda CB 360. 485.5576

485-5576.

2M50-14 supercharger varifit F60s, 14x6, on cragers. 625-4854.

BABY furniture, bed, highchair, swing. 748-8647.

COVINGTON, 4 plots, \$460 for all. 427-

5582.

DESK, student's, maple w-chair, good cond., \$60. 485-3853.

DOMESTIC sew. mach. head, all attach., very good cond. 456-5173.

BUZZ saw, fits Ford 8N, cheap. 437-

1372.

'66 FAIRLANE, 289, PS, PB, AC, \$300. 639-6462.

CARPETING, 53 yds., nylon, beige, brown. 744-5184.

RIDING mower, w-snow blade. Furn. & misc. 485-5326.

SPREADER, broadcast, ex. cond. 485-2111

485-2111.

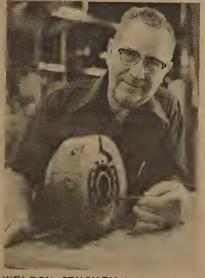
UPRT. vac. swpr., \$15. New canistr. vac. swpr., watt., \$40. 748-1980.

HOUSE, 6 rms., 2 stry., 3 bdrm., basmt., gas heat, for cash. 743-

DISHWASHER, portable. Parker hitch-n-sweep. 432-2170.

Please Turn to Page 4

### Cost-cutters earn cash



WELDON STUCKEY had an idea which strengthened the walls of rotor die cast molds used in the General Purpose Motor Dept. at Winter Street. As a result of his efforts, the overall life of the mold is prolonged. He earned \$160 for his cost saving



JOE ROBINSON suggested the use of oil seals to reduce maintenance and manufacturing down time caused when the chemical from a tank came into contact with machine parts beneath it. The Appliance Com-ponents Support Operation employ-ee earned \$157.50 for his idea.























Add another eleven to ranks of relaxed retirees

the Technical Resources Operation after 32 years service with GE. Now

after 32 years service with GE. Now she's planning to enjoy the warm sunshine of Colorado as she moves into her new home there.

CHARLES COFFMAN retired from the Specialty Motor Dept. at Taylor Street on Sept. 1. Looking back over 24 years of GE service, he says he'll "relax, go fishin' and enjoy life" during retirement.

Specialty Transformer Business Dept. Sept. 1 after 34 years with the company. He's looking forward to the retirement years ahead as a good time to "do some fishing."

OMER WIDNER retired Sept. 1 from

the General Purpose Motor Dept. at Taylor Street. Having worked for GE since 1942, he'll be heading now for Homossassa Springs, Fla., to "catch up on fishing."

DONALD BAKER retired Oct. 1 from General Purpose Motor's Taylor Street plant. With GE service that dates back to 1940 behind him, he's

looking ahead now to fishing and keeping up on his hobbies.

PAUL DAFFORN retired from Taylor Street's Transportation Operation on Oct. 1. He's worked for

GE since 1966, and during refirement will "go to Florida, get some work done, and play it by ear."

ROGER GRANT refired from General Purpose Motor's Winter Street plant Oct. 1. With 33 years GE service to his credit, he says he'll be 'putting a new work plan into effect' for the retirement years.

JOSEPH HAHN also retired from General Purpose Motor at Winter Street on Oct. 1. He's got 44 years service with the company to be proud of, and plans to "take 'er easy" as he tours the United States.

RICHARD MILLER retired from the Specialty Transformer Business Dept. on Oct. 1. After working for GE the past 34 years, he says he'll be content to "take things as they come" during his retirement.

LULA OLSON retired Oct. 1 from the General Purpose Motor Dept. at Broadway. She's worked for the company since 1946, and now says she'll be "doing what I want to do when I feel like doing it."

JOHN POWNER retired from the Technical Resources Operation's Wire Mill on Oct. 1. Having worked for GE since 1943, he's looking at his retirement as the chance "to make

retirement as the chance "to make up for some lost time."

Alley Chat

**Connie Houser** 



REGULAR PRICE EMPLOYEE DISCOUNT YOU PAY ONLY

Employee Store

\$269 - 55 \$214

plus tax

FM/AM/FM Stereo Receiver, 8-Track Cartridge Tape Player, **Automatic Changer** and Matched Speakers

# Table tennis season

Practice games preceding the opening of the GE Table Tennis League season will be held in the GE Club next week on Oct. 15-16. League play begins Oct. 22 and will continue every Wednesday and Thursday at 5 p.m. There are openings in each of the league's four skill categories, and interested employees can sign up during one of the practices. For more information call Phil

# to start at GE Club

Herrick, Ext. 2397.

Competition was sparked this week by seven 600 series! The number one "spark plug" is Bob Voirol of the Jack and Jill Mixed League with season high series of 648! Second and third high series was a tough battle on the GE Office League. Jerry Dill whipped out a 623 (can you believe it!) with a 247 high game. Then Henry Helberg revved up for a high 257 game to give him third place with a 629. Sorry Henry, but Jerry just edged you out. Maybe it was Jerry's cigar?! Fourth high series went to John Hayes, Small Motor, with a 616; followed by Jim Nahrwald, Jack and Jill Mixed, 615; Dave Myers, Saturday Alley Kats, 606; and Maurice Haines, Wednesday Owl, 600. Congratulations to all of you.

Three lead the women this week with 500 series. The Friday Nite Ladies gleamed with Mattie Choinski and her 531 series. Their team was really rolling! Jack and Jill Mixed seems to be keeping it in the family! Jean Voirol squeaked a 500 on the nose!

Friday was the lucky night for Bud Snyder of the Taylor Street Friday Nite League. He walked off with this week's high game of 264! Second best was rolled in by Rudy Vanolden of the Sunday Sandbaggers; he bowled a 247. Then John Hayes, Small Motor, came through with a 236 for third. Bob Voirol, Jack and Jill Mixed, snagged fourth with his 234, and was followed by Steve Golliver, Hermetic League, with a close 233!

High games were: Dennie Mertz, 225, Wednesday Owl; Bob Schultz, 225, GE Office; Otto Eichel, 226, Sunday Nite Mixers; Dave Myers, 226 and 201, Saturday Alley Kats; Charlie Shipman, 223, Apparatus; "Weo" Schweyer, 221, Hermetic; Jack Morris, 220, Hermetic; Dick Smith, 219, Pete and Tillie Mixed; Tom Reinking, 217, Jack and Jill Mixed; Maurice Haines, 217, Wednesday Owl; Dave Myers, 215, Sunday Sandbaggers; Charlie Cochren, 214; Sunday Sandbaggers; Paul Long, 214, Taylor Street Friday Nite; Paul Stemmler, 214, Wednesday Owl; Phil Hill, Sr., 213, Apparatus; Maurice Haines, 213, Saturday Alley Kats; Jerry Saylor, 213, Sunday Nite Mixers; Art Seidel, 213, GE Office; John Thurber, 213; Small Motor; Gil Baker, 212, GE Office; Carl Metker, 211, GE Office; Mike Conrad, 210, Sunday Nite Mixers; and Dave Myers, 210, Sunday Sandbaggers.

Other high scores in the GE Club were rolled by D. Eastes, 209; Larry Myers, 209; Bill Copeland, 208; Fred Stearley, 207; Bob Younghaus, 206; Howard Baker, 205; Bill Kumfer, 205; Jim Sircey, 205 and 204; Gene Barrett, 204; Bob Jacoby, 204; Carl Wright, 203; Carl Metker, 202; Ralph Hill, 202 and 200; Jerry Lytle, 202; Carl Brandt, 202; Jim King, 202; Terry Dorman, 202; J. Morris, 202; Dave Myers, 201 and 200; Frank Rupnow, 201 and 200; Carl Holycross, 201; and Maurice Haines, 200.

A good performance was given by Shirley Bohner of the Jack and Jill Mixed League with a high 198. Second high game went to Bobbie Nix of Pete and Tillie Mixed with a 188. Dorothy Prosser, Saturday Alley Kats, held third with a 186.

Two unusual splits were converted into easy hits by Jessie Capps of the Sunday Sandbaggers; she made the 2-7-10; and by Barb Werling, Sunday Nite Mixers, who got the 3-7-10. Other conversions were made by Millie Gick, Sunday Nite Mixers, 5-6-10; and Maurice Haines, Sunday Sandbaggers, 6-8-10. Wow!

One of our junior bowlers also had an outstanding game. Congratulations go to John Langston, who rolled a smashing 211! Bob Sickafus, our junior league coach, needs more bowlers. Any of you juniors age 12 and over who are interested should come to the GE Club on Saturdays at 10 a.m. to be signed up.

We've just heard through the grapevine that Helen Reinking has finally reached her pinnacle. After bowling 20 years, she finally scored a 200 game. In fact, it was a 209!

### Continued from Page 3

Continued from Page 3

PLAYPEN, folding, wooden, 40" sq., ex. cond., \$15. 749-2564.

ATTIC stairway, disappearing, new, 7'10"x10". 429-8403.

PORCH post, antique, ornamental, \$10. 456-8170.

'72 CAD., Sedan DeVille, top cond., 68,000 mi., \$3400. 422-8873.

'56 CHEV. hardtop, \$675 or trade for truck short bed. 456-5685.

'67 CAMARO, parting out. 639-3365.

FISH BOAT, new, 14", w-Gator trl., cost \$650, sell \$500. 637-6463.

JOHNSON outboard, 4 h.p., ex. cond., \$150. 749-2033.

UNIFORMS, white, sz. 5 & 7. 425-8124.

BIKE, 27", 10-spd., Columbia, dual hand brakes. 749-9798.

CLOTHING, books, storm windows, magazines. 456-4618.

STOVE, electric, good cond., \$40. 747-2705.

BUNK heds. 2 sets, manle, w-springs.

BUNK beds, 2 sets, maple, w-springs.

TAB. T929 aft. 4.

'67 PORTA-CABIN camper, stove & refr., sleeps 6. 745-0042.

'63 VW, good cond. 456-2305.

GARAGE sale, 5717 Woodheath, Oct. 11-12, 10-6.

AQUARIUM, 10 gal., std. & acc., compl. setup, \$70 val., \$25. 432-4458

4458.
TV, B&W, 19", fine cond., w-stand, \$50. 456-3047.
'67 FORD Gal., 4-dr., good cond., 1 owner, \$250. 639-3335.

wher, \$250, 639-3333.

REINDEER (8), animated, & Santa, ex. mtrs. & lights. 625-3260.

WEDDING dress, long, w-train, sz. 14, clean, \$95. 747-4745.

HELIOS 1" mics, w-wood case, \$20. 429-5101

### WANTED

RANCH,3 bdrm., approx. 1500 sq. ft., near St. Jude Church. 425-6421. REFRIGERATOR, apt. size, 4-5 cu. ft. 447-4196 aft. 6. USED Brunswick pool table, good shape. 429-8572.

Snape. 427-8372.

OIL space heater, self-contained, will repaint. 747-0756.

BEER cans, buy or trade. 432-3447.

COLEMAN cooler or outer case metal, 55 qt. size. 747-4364.

### CORNER HUTCH for kitchen; will repaint, 485-3504. FOR RENT

UPPER, 2 bdrm., clean, sharp, deposit, on Hanna. 657-5653.

FREE

KITTENS, 6 mos., tiger, 747-9600.

# Following first aid procedure



KEEPING IN PRACTICE. The American Red Cross requires that all GE plant protection officers in Fort Wayne undergo complete re-training of first aid skills every three years. That commitment has been met. Paul Stemmler, a qualified Emergency Medical Technician and plant protection officer at Broadway, recently served as instructor for other plant protection employees here. From left are Stemmler; Ira Dennis and Fred Bergman, Taylor Street; Terry Dorman, Broadway; Gerry Koehl, plant protection supervisor at the Taylor Street and Winter Street Walt and Frank Chandler, Broadway; and practice "vic tims" Gail Page and Dick Bair, Broadway plant protection.

| ☐ For Sale * ☐ Wanted ☐ For Rent * ☐ Free   | #ADLE  GE NEWS I  ALL ADS MUST  |  | ☐ Ride Wanted ☐ Riders Wanted ☐ Lost ☐ Found |
|---|---|--|--|
|   |   |  |  |
| Ads must be receiv<br>Friday. Submit onl<br>form; don't include<br>Property advertise<br>national origin or s | y <mark>one per issue,</mark> us<br>e spaces. Print pl<br>ed must be availa | sing one letter or r<br>none number only | number per box on on line indicated.         |
| . Name  |   | Bldg                                     |  |
| Home Address  |   | Pay N                                    | No   |
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| * The item(s) referr<br>business venture.   | ed to in this ad is   | s are in no way co                       | onnected with any                            |
| GEN Form A 2  |   |  | ignature                                     |

# GE's sales, earnings performance 'in line with expectations' - Jones

Electric Company were \$156.1 million or 85 cents a share in the third quarter of 1975, Reginald H. Jones, chairman of the board, reported last week. This was an increase of seven percent over the \$145.3 million in the same quarter of 1974, when earnings per share were 80 cents.

Sales in the third quarter of 1975 were \$3,283 million, slightly lower than the \$3,348 million reported for the third quarter of

For the first nine months of 1975 net earnings were \$360.1 million or \$1.97 per share, a decrease of 14 percent from the \$416.5 million or \$2.29 per share for the same period of 1974.

Sales for the first nine months slightly from the \$9,676 million than those of the 1974 period,

Net earnings of the General reported for last year's first nine reflecting increased shipments. months.

> In commenting on the company's results, Jones said, "These results are in line with management's expectations."

> As to the performance of the various categories of the company's business during the quarter, the GE chairman said:

> "Consumer goods sales in total strengthened over the levels for the earlier periods of this year, but remained below the volume for last year's third 'quarter. Earnings, however, were above those for the relatively low 1974 third quarter primarily as a result of continued emphasis on improving cost-price relation-

"Industrial power equipment of 1975 were \$9,632 million, down sales and earnings were higher

However, results for the year are still expected to be lower than last year.

"Industrial components and systems operations continued to show mixed results, with the overall balance in sales and earnings down from the comparable quarter of 1974. Continued weakness in components and materials businesses that supply consumer goods and construction markets was partially offset by strength in service businesses and improved margins in producer goods.

"Aerospace sales and earnings continued to show a slight improvement over the 1974 period.

"Sales by international operations continued better than last year in the face of worldwide recession, but earnings failed to show a corresponding increase because of somewhat lower export margins.

"General Electric Credit Corporation (GECC) earnings were \$13.4 million for the quarter, an increase of 25 percent over the \$10.7 million reported in the comparable 1974 period. The first nine months earnings of the Credit Corporation were \$38.7 million compared with \$31.1 million for the same 1974 period."



SUGGESTING A SOLUTION to prevent a wavy effect in expensive coils of steel helped to cut down on scrap and rework in the Broadway plant of the General Purpose Motor Dept. The good idea also resulted in a big \$545 award for cost-conscious suggester Phil Coleman.

# Problem of 'wavy' steel straightened out by idea

Imagine stacking — one on top of the other — several copies of a lease, contract, insurance policy,

or any other sets of paper which are probably attached by a staple in the upper corner. If you were to roll them so they formed a cylinder, or tube, the staples would stand out slightly from the surface of the papers, causing a wavy effect.

This same principle can be applied to a former problem in the General Purpose Motor Dept. at Broadway. But it wasn't rolls of paper which were turning out wavy — it was expensive coils of

When the costly material is cut for rotor and stator laminations, the steel slitting machine creates a tiny burr along one edge of the metal. As the steel is coiled, this burr builds up, causing the same wavy effect as the staples on the roll of papers in the preceding example. Becoming more pronounced as the coils of steel grew in weight and size, these waves resulted in scrap, rework and poor punchings.

Phil Coleman operated the slitting machine each day. He was close to the problem, and he suggested a way to solve it.

The department checked out the feasibility of his idea to reduce the burr build-ups which made steel wavy, agreed with the logic behind it, and awarded Phil a \$545 suggestion award as a

"I made an extra house payment, bought a new chain saw and put a clutch in my truck," Phil answers when asked how he used his Suggestion Plan earnings. "I think it's a good program, and I especially like what the department is doing now with its 'Christmas in July' contest, and the idea of giving people a chance to get U.S. savings bonds." (See related story about these programs on page two of today's GE News).

# OCTOBER 17, 1975

FORT WAYNE

### Market indicators foretell a 'modest' recovery here

Fort Wayne General Electric businesses next year can expect a 'modest'' recovery from the 1974-75 downturn, according to market analyst Fred Warner, Components Sales Dept.

For some time, converging 'bad news'' factors gnawing at the strength of the U.S. economy in general made business forecasting anyone's guess. But amid the inflation-recession confusion, one reassuring certainty was that there would eventually be a "bottoming out" period, after which sales and earnings would have no place to

Deeper Down, Faster Up

As illustrated by the Federal Reserve Board (FRB) graph at right, production of major appliances and air conditioners (dotted line) took a nose-dive beginning in the second half of 1974. This line customers' manufacturing activity for several Fort Wayne GE departments.

Similar to the action of a rubber ball being dropped on a sidewalk, the dotted line seems to hit bottom, then bounce back up, only not as far as the level of the starting point before its descent. This business condition is compared with industrial production for all goods (solid line), which shows dramatic decline and more gradual upswing than the FRB index for appliances and air conditioners.

"The percentage drop of Appliance Components Business Division GE departments' customer production was much more severe than that of factory

explains. "This meant fewer motors were needed for production, and customers worked down their components inventories, further reducing our business."

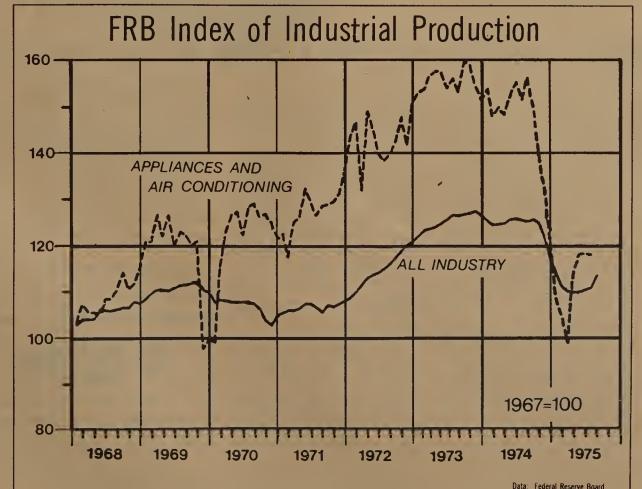
Inventory control programs are still in force, but as demand for customers' products in-

production as a whole," Warner creases, companies will have to start replenishing their supplies. This, in turn, will create a demand for more production on the part of component manufacturers such as GE in Fort

> But It's A Long Climb Despite the seemingly rapid

production upturn depicted by the graph, however, sales of major appliances and air conditioners in 1976 are not expected to come near the high level of business enjoyed in 1973, when customer production was at its

Please Turn to Page 2



PRODUCTION ACTIVITY FELL DRASTICALLY among major appliance and air conditioner manufacturers (dotted line) in the second half of 1974 and the first part of this year. While the line seems to have bounced back up, recovery will be "modest" in 1976, and sales of these manufacturers' products are not expected to come close to the high levels of business enjoyed during 1973, when production was at its peak.

## Local business picture should improve in 1976, but won't come near peak activity levels of '73

Continued from Page 1

"Year to date, industry factory shipments of room air conditioners in 1975 are more than 30 percent below last year. Factory shipments for central air conditioning year to date are more than 50 percent below 1974 levels. Production of major appliances began to rebound toward the end of the second quarter of 1975, but the big segments there were in home laundry and refrigeration products, which will not necessarily affect GE businesses in Fort Wayne," Warner notes. "Still, our local business picture in 1976 should improve.'

### What Makes People Buy?

The country's rising inflation rate over the past few years came to a head in 1974, when consumers were discouraged from buying because of the financial pinch on their pocketbooks.

"There is always a basic human demand for durable goods such as major appliances and air conditioners," Warner points out. "But when inflation increases the price of necessities, consumers' discretionary income (money left after taxes, food, shelter, utilities and clothing) declines, and the demand for those durable goods is reduced.

"A precondition for increasing demand for durable goods, then, is a slowing of price rises for necessities," he continues. "And that's what seems to be happening."

According to the Consumer Price Index, the average rate of inflation for all of 1974 was 11 percent. The 1975 rate overall is expected to be between 5 and 6 percent.

### To Spend, Or Not To Spend

"Earlier this year, savings rates reached an historic high of more than 10 percent," the market analyst notes. "This their money in the bank and-or getting out of debt. They were reluctant to part with that money because of double-digit inflation, upsetting political events and an uncertain economy. This was transferred into a low level of consumer confidence, and major purchases were being postponed.

"Now that inflation is abating, real family income is beginning to rise," Warner says. "People are saving less and using more installment credit, which is an encouraging sign for us. As consumer confidence improves, people are more willing to make major purchases, replacing an old appliance, remodeling a kitchen, or maybe adding central air conditioning.'

### Housing: A Key Indicator

Housing starts have moved up from Spring levels. Fort Wayne GE departments monitor these starts as barometers of their business, since components made here are used in products which



LOCAL BUSINESSES next year can expect a "modest" recovery from the 1974-75 downturn, according to market analyst Fred Warner.

implies that people were putting builders install in new homes and buildings.

> "We expect these housing starts to be stronger next year, but housing completions are actually more relevant to our businesses here," Warner explains. "Housing completions are still on a downslide, with multifamily units severely depressed. The key to a turn in housing is mortgage rates — government policy in the coming months will make the difference.

> "An important part of our business related to housing is central air conditioning," he says. "In 1973, air conditioning systems were built into 50 percent of all new single family homes and 90 percent of all new apartment units. Central air sales have been on a growth curve through the 1960s and into the 1970s; last year was the first period of decline. As more new residences are constructed, central air conditioning sales should increase.'

> Could higher energy costs affect future sales? Admittedly, they could. But Warner points out, "Twenty percent of all U.S. energy use is in the homes. Of that total, only 3.6 percent is used for air conditioning, or less than 1 percent of all U.S. energy consumption. My guess is that Americans will continue to elect to air condition their homes.'

### A Better Year Ahead

Judging from all present indications, Fort Wayne GE departments next year should be heading for a more comfortable business climate than that which they're leaving behind. As GE businesses face 1976, their optimism is naturally tempered by the scars of inflation, recession, production cutbacks unemployment. But, given lower rates of inflation, and recovery in the general economy, local departments stand to benefit with higher levels of business.



### Another enjoyable Potluck!

KEEPING ACTIVITIES GOING at the Pensioners' Potluck in the GE Club this week were General Electric retirees Charlotte Stanford and Charlie Winans, who will chair events for retired GE men and women A crowd of more than 300 people gathered Tuesday to enjoy home cooked meals, home-baked desserts, down-home conversation and fun!

# **NEWS NOTES**

### Gas-guzzling continues; carpools can help

Auto commuters used more than 1.7 million barrels of gasoline per day during 1974, the U.S. Department of Transportation (DOT) reports. At 42 gallons per barrel, that means the nation's commuters burned nearly 74 million gallons of gas daily just to get back and forth

That much fuel was consumed in spite of the fact that about 47 percent of all auto commuters traveled to work by carpool, according to DOT. It has been estimated that carpool use can be increased to include 75 percent of all auto commuters. This expansion in ride sharing would save an approximate 375,000 barrels of gasoline a day, the Highway Users Federation says. And, if there were a significant increase of 10-passenger vanpools, the estimated savings would rise to 500,000 barrels daily.

### Lowest work-related death toll on record

There were 16 deaths per 100,000 workers in 1974, a new all-time low rate, with 13,500 work-related fatalities, according to preliminary reports issued by the National Safety Council.

### Business letters becoming more expensive

The Dartnell Institute of Business Research, Chicago, reports that the cost of producing a single, standard business letter rose 11 percent in one year, up from \$3.41 in 1974 to \$3.79 in 1975. Postage rate hikes will boost the basic cost to over \$3.80. The cost figure reflects both salary and material increases.

# Incentive opportunities attract GPM Broadway suggestions

Phil Coleman, who is featured on page one of today's issue for his \$545 suggestion award in the General Purpose Motor Dept. at Broadway, told the GE News that he likes "what the department is doing now with its 'Christmas in July' contest, and the idea of giving people a chance to get U.S. savings bonds."

Apparently, he's not the only one who thinks these incentives to generate interest in the Suggestion Plan are a good idea. Hundreds of GPM Broadway employees this year have been submitting suggestions to become eligible for a drawing of a \$100 and a \$150 bonus award in December, a \$100 U.S. savings bond in January, and to earn \$25 U.S. savings bonds or safety shoes each quarter.

Here's how these incentives work to increase Suggestion Plan participation:

Last July, the Broadway plant launched a contest to give GPM suggesters the opportunity to win a little extra Christmas shopping cash. GPM Broadway suggestion

chairman George Miller compared the program to a holiday savings plan offered by banks. "In a Christmas Club, you put money in an account at your bank or savings and loan throughout the year so you can withdraw it for a shopping spree at Christmas time," he said. "In our contest, employees 'deposit' suggestions to build up chances to win a Christmas shopping spree check. There will be two prizes: a check for \$150 net, and one for \$100 net. The winners' names will be drawn Dec. 19."

To be eligible for the \$100 check drawing, GPM Broadway employees must submit at least three suggestions between July 1 and Nov. 28. Three suggestions give an employee one chance to win. Each time he submits two more suggestions, his name is entered into the drawing box again, increasing his chance to be a winner.

The \$150 prize is for July 1 and Dec. 17. An employee first becomes eligible for this

drawing after two of his in reduced cost. suggestions have been adopted. additional adopted suggestion gives him one additional chance to win.

To emphasize the plant's 1975 theme of "Job Security Through Safety and Suggestions," GPM Broadway employees also have the opportunity this year to earn \$25 U.S. savings bonds or safety shoes for their cost-cutting and safety-boosting ideas.

An award is presented to the employee who:

• Submits the most suggestions per quarter.

• Has the best safety suggestion adopted for the quarter (\$25 savings bond or safety shoe certificate).

• Receives the greatest dollar award for a suggestion adopted during the quarter for reducing scrap, rework and extra costs quality control ideas resulting in savings of material and labor.

• Receives the greatest dollar suggestions adopted between award for suggesting a change of method, tool design change, material savings, etc., resulting

• Receives the greatest dollar award for suggesting improvements in paper work, schedules, vouchers, drawings, data forms, etc., improved flow, eliminating duplication, unnecessary copies, etc.

• Receives the greatest dollar award for a suggestion on energy savings — heat, gas, electricity, water, etc.

In addition, employees will be

suggestion efforts. For each suggestion adopted during 1975, an employee has his name entered into the drawing box. On Jan. 30, 1976, one of those suggesters will be the winner of a \$100 U.S. savings bond!

The General Purpose Motor Dept. has been aggressively working to get people involved in the Suggestion Plan. Incentive programs in the Broadway plant - where the goal is an average of participating in still another one suggestion for every embonus drawing as a result of their ployee in 1975 — are helping.



Vol. 57 No. 35

about the people who help make the world's most dependable compenents

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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

# More nuclear power plants in U.S. favored by about two-thirds of public

Editor's Note: This article, dealing with results of a recent survey showing a majority of Americans favoring more nuclear power plants, is important to thousands of GE employees who make the GE products — nuclear reactors and fuel, turbine generators, motors, controls, etc. — that go into nuclear power plants.

According to the study, respondents recognize that nuclear power is less expensive than most other methods of generating electricity. And that's important to GE employees making products like air conditioners, color TVs, washers, dryers, and the components used in them, that run on electricity. Lower charges for the use of electricity would spur greater sales of many GE products.

Lack of money for investment in new power plants has hurt the utility industry and consequently has resulted in cancellations or postponements of equipment deliveries and orders from GE.

The study shows the public favors the construction of nuclear power plants to a much greater degree than political leaders, regulators and environmental leaders thought. Now is the time for GE employees to spread that message to friends, neighbors, and public officials.

Almost two-thirds of the American people favor "the building of more nuclear power plants in the United States," according to a survey conducted by Louis Harris & Associates, Inc., made public recently. The finds were: 63 percent in favor; 19 percent opposed; 18 percent not sure.

According to the study, respondents gave these reasons for their endorsement of nuclear power:

- It will help solve the energy crisis and will conserve scarce fossil fuels.
- It is less expensive.
- It is the source of energy of the future.
- It is clean and non-polluting.
- It will make the U.S. independent of foreign energy

• There is an unlimited supply. The study also determined that the public endorses nuclear power plants more strongly than its political, business and environmentalist leaders and the regulators of public utilities elieve they do. Although 63 percent of the public favors more nuclear power plants, only 42 percent of political leaders think the public does. And only 36 percent of business leaders, 45 percent of regulators, and 38 percent of environmentalist leaders believe the public wants more nuclear plants.

Also, 78 percent of Americans believe that the nation faces a serious energy shortage, with 38 percent considering the situation "very serious" and 40 percent considering it "somewhat serious." But leaders are even more alarmed — 78 percent of political leaders, 76 percent of business leaders, 72 percent of regulatory officials and 56 perregard the situation today as "very serious."

The public sees nuclear energy as a viable alternative to fossil fuels. According to the Harris study, 68 percent fcel that the country now has "the technical know-how to build enough nuclear plants to meet our electrical power needs," which is far more than the number (49 percent) believing that we have the capability to build enough solar energy plants. The public foresees a trend away from the use of oil to generate electricity and toward the use of nuclear

According to the study, the public does not support the construction of more nuclear power plants at the expense of the environment. And in matters of nuclear power, it places greatest reliance upon scientists rather

cent of environmentalists all than on government leaders, environmentalists or the media.

> Asked to name some "disadvantages" of nuclear power plants, about two-thirds of respondents volunteered a variety of answers, including the following: accidents, thermal pollution and danger to marine life, and radiation contamination.

> The survey, designed by the Harris organization, was based on a cross-section of 1,537 households in all parts of the country scientifically selected to represent the population 18 years old and up. In addition, interviews were conducted with 301 people living near three nuclear power plants that are now in operation. Finally, 201 elected and appointed political leaders, business executives, federal and state regulatory officials and leaders of environmentalist groups were polled.

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DARKROOM enlarger, & Gym Dandy swing set, \$8 ea. 456-2606.
'72 MAVERICK, 4-dr., power, air, AM-FM, 31,000 mi. 434-0493.

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PEARS, bring basket, \$4-bushel. 433-6004.

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73 Honda 750, 4300 mi. 426-5161.

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BIKE, girl's 24'', \$15. 745-5842.

STENOTYPE machine w-books, \$200. 432-3879.

JIGSAW, used, Sears Craftsman, w-blade, \$45. 745-3189.

COAT, ladies sz. 14-16, ziplining; boots, 9\(^12\)N. 743-8206.

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BEAN bag chair, \$13. TV antenna, \$5.
483-6229.

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SNOW tires, 6.95-14, on Ford 5-lug
wheels, \$20. 489-4001.

75 KAWASAKI 350, 2600 mi., ex.
cond. 597-7374 Craigville.

GO-KART, MG91 eng. & start, gd.
cond., \$300. 356-4254 Hntgtn.

71 HONDA SL 350, \$500. 244-3030 Col.
City.

CRIB & mattress, \$25. Cosco playpen. 743-1064 aft. 4. TWIN beds, box spr., & matt. & dbl. dresser, mirror, \$55. 623-6727. Cosco

HUMIDIFIER, automatic, \$35. 747-

# Alley Chat **Connie Houser**

Three "major leaguers" struck the magic number by hitting 600 series. Roger Phelps, Brethren Mixed League, led off the week with a 608 series, which included a solid 234 game. Batting second, Maurice Haines of the Sunday Sandbaggers League hit a big 603 series with scores of 220, 192 and 191. Coming in third, Art Smethers, Taylor Street Friday Nite, slid in home with a 602 series. He scored a 212, 191 and 199. What an "inning" for those guys!

The "star super leaguer" of the weck's series goes to Dave Myers. He hit seven games over 200 out of a total of only 12 league games! Dave's outstanding games are as follows: Saturday Afternoon Alley Kats, 201, 226 and 179 for a total of 606; Sunday Afternoon Sandbaggers, 215, 210 and 173, a total of 598; Tuesday Night Masonic League, 191, 206 and 167, totaling 564; and Saturday Night Pete & Tillie Mixed League, 200, 201 and 159 for a total of 560! These scores gave Dave a smashing 194 average for the week. Let's all give him a big hand for his star performance!

The two top women "batters" were from the Sunday Sandbaggers. Ann Arnett is back to the plate with week's high series of 529. Her three strong scores were 168, 170 and 191. Pat Volkert shut Ann out with her high game of 196, which put her in second place with a

On Wednesday, a "sickly silence" fell upon the Small Motor League fans in "Muddville." Their "Casey" — John Rizzo — missed hitting a Century Patch (100 over average) by only five pins. But luckily he walked off with the trophy for this week's high game of 243. And to think his average is 148! Nice try, John.

Other trophy winners were John Turner, 241, Hermetic League; Bill Maxton, 236, GE Office League: Bill Griffith, 235, Small Motor: R. Seabold, 233, Emmaus Mixed League; Red Dillion, 233, Sunday Sandbaggers; Milt Marks, 233, GE Office; and John Hunnicutt, 230, Small Motor.

'Minor League' headlines go to our Junior League's Jude Reitdorf for his astonishing 211, and Randy Chilcote with his resounding 200 on the nose! Congratulations to you both!

Completing the list of 200 scores are John Hunnicutt (again!), 226, Small Motor; Roy VanOlden, 223, Sunday Sandbaggers; Dude Kamphues, 222, Hermetic; Andy Anderberg, 220, Masonic; Maurice Haines; 217, Alley Kats; Bob Foote, 216, Brethren Mixed; Charles Boyer, 214, Masonic; Bob Munro, 214, Masonic (those Masonic guys are neck to neck!); Jim King, 214, Hermetic; Bill Wright, 213, Taylor Street Friday Nite; Cal Tonak, 213, Taylor Street Friday Nite (What?! Looks like another battle between Cal and Bill!); Jim Bailey, 212, Brethren Mixed; Dave Knepple, 211 in Small Motor and 204 in GE Office; Ernie Neal, 211, Taylor Street Friday Night; and Henry Helberg, 211 in GE Office and 200 in Small Motor.

Other 200 scores were bowled by: Ken Bainbridge, 210, Taylor Street Friday Nite; J. Wilson, 208, Apparatus; Ed Hagadorn, 207, GE Office; Duane Miller, 207, Hermetic; Walt Nielsen, 206, Apparatus; Ted Ross, 205, GE Office; Jim Hoffman, 205, Apparatus; Bob Bellis, 204, Apparatus; Don Neuhaus, 204, Small Motor; Jim Sircey, 203, Masonic; Milt Marks, 203, GE Office; Ed Bienz, 202, Apparatus; Don Hitzeman, 202, GE Office; Dean Crum, 201, Small Motor; Bob Stute. 201, Small Motor; Ray Junk, 201, Apparatus; and last but not least, Glen Staight with another 201. It's another big week for 200 games!

The only conversion of the week went to Lois Frede, Emmaus Mixed, when she picked up the 6-7. What a hit, Lois!

Just a short note to tell all of you bowlers that I truly enjoyed doing my first "Alley Chat" last week. Keep up the good scores, and lct me know if anything funny happens. See you next week!

| TOALS, App. b, Sb S Blidli S Kill,       |
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| traces to Man-O-War, 724-9565,           |
| CHAIR, brn., swivel, armelss, like       |
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Please Turn to Page 4

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TV, 21", color, console, \$35. 456-6844.

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JOHN W. KURTZ, 1304 St. Marys Ave., Fort Wayne, died Aug. 10. He retired in 1963 from Section 28 at Taylor Street.

LEAMON HUFFMAN, R.R. 1, Markle, Ind., died Aug. 12. He retired in 1966 from Specialty Motor Dept.

HAROLD C. TRAXLER, 1015 Pemberton Dr., Fort Wayne, died Aug. 13. He retired in 1972 from General Purpose Motor Dept. at Broadway.

JOHN H. LEONARD, SR., 2321 S. Anthony Blvd., Fort Waync, died Aug. 18. He retired in 1958 from Specialty Motor Dept.

OTTO W. BRUNNER, 1229 Swinney Ave., Fort Wayne, died Aug. 22. He retired in 1956 from the Employment Office.

# Two outstanding values from GE





### FM-AM Cassette Recorder

Small size, big features! Record direct from radio or "live" with built-in mike. Automatic stop; digital counter; pause control; cassette eject; 3-way LED (recording indicator - battery level tuning). Sleep switch for preset radio shut-off. ALC, AFC. Jacks for AC or optional car-boat adapter, earphone, remote microphone. 21/4 x 43/4 x 9 inches. Model 3-5220.

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### Great gift ideas from your Employee Store



Continued from Page 3 ORGAN, Wurlitzer, model 4070, \$950. 744-3031.

POODLE pups, aquarium gravel, mangers for Xmas. 747-5236.
CAST iron coal or log fireplace grate.

A83-2019.

DAVENPORT, beige plaid, beautiful, \$200. 485-0102.

BELT reducing machine, Sears, electric, \$25. 622-7353 aft. 6.

'70 CUTLASS Supreme, air, 350, V-8, good cond. 447-9285.

COAT, ladies, green, mink collar, like new. 744-8676.

SUITCASE, 24", American Tourister. 745-9200.

TOYS, children's clothes, sz. 10 & 14. 483-0069.

ROOM heater, 50,000 BTU, nat. gas, auto. control. 432-6088.

N.S.K. depth mics, 3 rods, w-wood case, \$30. 429-5101.

HARD coal burner. 639-6618.

AMERICAN Tourister overseas travel case, clean. 432-1161.

MOWER, riding, 36" cut, Chapparal, \$250. 489-4096.

YARD sale, 6905 Amber, Oct. 17-19, 9-5, N. off 24 W.

'71 DATSUN PL 510, 4-cyl., 2-dr., 4-spd., 40 MPG, cln., \$1400. 639-3465.

TREES, shrubs, birch, maple, sweet gum, firebush, etc. 456-3162.

ROCKING loveseat, Colonial, worn cushions. 485-5278.

OLD Victorian furniture & wingback chair. 747-5692.

BEAGLE pup, fe., 7 mo., \$60. Accordian, 120 base, \$40. 493-2736.

MOVIE projector, 8 mm, Bell & Howell, lights, screen. 622-7158.

POOL table, extra cues, chalk powder, ball racks. 622-7158.

CORVETTE, T-top, 350, 4-spd.

482-1180. 73 HONDA 450, low mileage, ex. cond. 637-3315.

AXLES (6), wheels, springs, elec. brakes. 672-2302 Rnk.

COTTAGE, Little Cedar Trail Lake, sleeps 7. 742-1715.

### Local United Way services affect everyone; this may aid employees with young children

General Electric employees here are helping United Way agencies through their contributions to the Employees Community Services Fund (ECSF). Here's an example of how one of these agencies in turn may be able to help interested employees:

Child Care of Allen County reports that there are still openings at the new Brookmill Child Care Center, located at 2751 Millbrook in the Brookmill Housing Development.

Employees interested in enrolling their children in Day Care can visit the Center from 6:30 a.m. to 5:30 p.m., Monday through Friday, or call the Child Care office at 432-2338.

A curriculum of Early Childhood Development, breakfast, lunch and two snacks daily is available at the Center. Children from ages two through six are considered for enrollment.

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SNOW tires, 1 pr., 13", like new, \$35.
743-8474.
BIKE, 26" 10-spd., girl's, used 6
times, \$90. 627-3290.
CEMETERY lots (2), in Lindenwood,
good location. 489-5257.
FIREWOOD, mixed, ash, maple, ½
rank \$10, del. NE only. 485-3853.
NIDEA mtd. picker, w. or w-out 77
Oliver Husk-Shell. 419-263-2909.
LAWNSEEDER, Scott's, like new.
744-5632.

P.A. system, microphones, 300 watt, \$900. 745-9446.

### WANTED

TAILGATE to fit '66 Ford 1/2 T. pickup. 485-1898.

RULING pens, ink, compass in good cond. 432-3661.

TREE cutting & trimming, call for estimate. 743-8219.

BABYSITTING, Waynedale area, 2nd shift. 747-0127.

USED Kirby sweeper, good cond., wattachmits. 743-7016.

RANCH, 3 bedrm., near St. Jude, approx. 1500 sq. ft. 425-6421.

GARDEN tiller. 432-6838.

### FREE

COLOR TV, elec. range. 639-6462 Mnrvl. DOGS (2), Collie & Shp. 1 1-yr. old; 1 4-mos. 745-4825.



I hope someone noticed that there was no "5th Down" last week. From now on we'll be reporting one week behind to help meet the GE News deadline. These are the scores from Oct. 4.

Ron's Raiders obviously don't want a win this year — they forfeited to the Leaky Hutch.

Dynomite got their only score on a safety when Steve Hosier fumbled the ball in the end zone. Mike Byrd, Rich Scredton, Dan Katt, and Doug Minnick each had interceptions for Easy Riders. It's about time the defense got some of the credit they deserve. Rovce Bradbury scored two TDs for Easy Riders with runs of 25 and 30 yards to make the final score 12-2 Easy Riders.

This puts the standings for the league pretty even. All teams but Ron's Raiders (who are 0-3) have won 2 and lost 1.

### GE enters the race

### Beginnings of bouncing bottles

sweeping up slivers of glass and mopping up spilled liquid may be over

Bottles now bounce! Well, certain bottles, that is. Baby, milk and water bottles bounce instead of break thanks to LEXAN\*, General Electric's tough plastic resin.

GE's first major market penetration came when the Gerber Company began making baby bottles from LEXAN resin. Those bottles have all the good features of glass, but none of the bad. They're lighter than glass baby bottles, and they're safer because they're harder to break.

GE's vigorous move into the packaging industry could be very worthwhile. "This market has a huge potential to GE," according to Donald E. Debacher, vice president and general manager of the Plastics Business Division in Pittsfield, Mass. "We think we're good marketers, but it helps to have the right product; and the right product will help us win the orders that are needed to build job security for our employees."

The key to GE's thrust into the bottle business was the development of two new resin for- \* Registered trademark of mulations that lend themselves to General Electric Company.

Those days of broken bottles, of injection and extrusion blow molding, the most versatile way to make rigid plastic containers.

> In addition to the Gerber Company, Garden State Farms, a dairy with more than 100 stores in New Jersey and Pennsylvania, is also using LEXAN resin bottles. Why? Unlike glass, returnable milk bottles made from LEXAN resin are tough and resist breakage, meaning a longer use cycle. Less breakage means a cost savings for farms and dairies, according to Garden State Farms president Peter Sanfort.

> Plastic bottles seem to be (pardon the expression) breaking in new territory all the time. Plastic water bottles used in office water coolers were recently adopted by Liqui-Box Corp. for several reasons, including greatly reduced danger to deliverymen and customers who normally handle the glass

> What's next for GE in the bottle business? Anyone for a bouncing bottle of liquor? Right now General Electric is testing containers with a number of leading liquor distillers.



September 13 was a lousy day to play golf! Despite the terrible weather, though, the Tuesday Fairview League left Colonial Oaks in the number one position for the 1975 season. Congratulations to Glenn Flettner, Bill Brase, Marv Rutz, Tom Corneil and Carl Howard. We also want to mention Lloyd Grider, whose 64 was low net for this

The final event of the '75 golf year was played on Oct. 4 at Brookwood. The Florida Scramble had beautiful spring-like weather — a perfect way to end the GE season. At least it was perfect for Pete Gorrell, Bill Kayser, Leo Allmandinger, and Tony Wickman. They finished in first place!

Second place went to Stan Reidenbach, Gordon Walters, George Malon and Tom West. Closest-to-the-pin awards were given to Ron Fisher and Tony Wickman.

It's about time to put the ol' clubs awat 'til next Spring. Hope you all had an enjoyable season. And Dad - congratulations; you made it through another one. Until next year . . .



### Golfers take home trophies

ON TOP OF THE LEAGUE. Tracking the expected flight of another winning shot are from left, Gary Sykes, GE Club Golf League chairman, and members of the trophy-winning number one team of the season—Carl Howard, Glenn Fletter, Tom Cornell, Marv Rutz and Bill Brase. The team was defending champion in the Tuesday Night Fairview League.

# PRINTING CULLECTION

# United Way pledge shows good response to challenging campaign

The General Electric Employees Community Services Fund (ECSF) and the General Electric Company here this week announced a pledge of \$223,000 to the United Way of Allen County.

Employee contributions to the United Way of \$150,000 and the company's contribution of \$73,000 make up the total pledge.

In spite of severe employment downturns in the past year, this commitment to the United Way during difficult times is hailed by ECSF board members and campaign chairmen as an accomplishment of which all GE contributors can be proud.

For example:

- The dollars pledged by GE men and women represent an increase of 7.6 percent over the annual rate of contributions at the start of this year's ECSF
- Of the total GE employee population in Fort Wayne, 84.3 percent are now contributing to ECSF — an increase over the 82.3 percent contributing last year.
- Contributions through the percentage method of giving rose, too. The results show that more than 23 percent of GE contributors are pledging a percent of their pay per week (as campaign has been just an alternative to a fixed dollar tremendous," says Lois Turrin,



QUITE A LINE-UP! GE men and women join Billy Noll, ECSF poster child, at his classroom in the Allen County Society for Crippled Children and Adults. They're all behind this year's ECSF-GE pledge of \$223,000 to the Allen County United Way. From left are Billy, son of General Purpose Motor Dept. assembler Walt Noll; Lois Turrin, ECSF board chairman; Bob Till, ECSF campaign steering committee co-chairman representing IAM Lodge 70; Rosa Elliott, representing IUE Local 901; and Pete Peters, campaign steering committee co-chairman representing GE.

is an increase over the approximately 20 percent of people pledging by the percentage method in 1974, and the less than seven percent in 1973.

"The response to this year's

amount per week) to ECSF. This ECSF board chairman. "We knew from the start of 1975 that everyone who volunteered to work on this drive would be facing a very tough and

challenging job.

"But GE employees who renewed or increased their pledges this year helped us out," she concludes. "To all of them, sincere thanks."

and to each person who put across the effort to raise contributions during the campaign, the ECSF board extends its

### **Customer served**

# Rush order completed

Coleman Company is a major customer of the Specialty Motor Dept. for heating and air conditioning units used in mobile homes and recreational vehicles. With manufacturing facilities in Wichita, Kan., Coleman called in a rush order last week for motors to be built at SMD's Springfield, Mo., plant. The customer had to have the supplement by Friday, Oct. 17, to use in its own production operations the

Specialty Motor people at Taylor Street helped out. On Monday, Oct. 13, the order was put on manufacturing lines here and completed by Thursday, Oct. 16, to meet the customer's deadline.

At the same time the request was being filled, Scott Farley, Coleman design engineer, visited SMD and watched fast customer service in action at Taylor Street last Thursday (see photos below).



DISCUSSING MANUFACTURING at SMD Taylor Street are from left, Bob Fachs, zig-zag press operator; John Lary, plant superintendent; Scott Farley, design engineer for Coleman Company, a customer of SMD; Al Kruetzman, product application Senior specialist; and Charlie Taylor, sales engineer for the Components Sales Dept. in Kansas.



DURING A RECENT VISIT, Scott Farley, Coleman Company, second from left, reviewed Taylor Street products with SMD's John Lary, right, as Charlie Taylor, CSD, left, and Al Kruetzman, SMD, looked on.



OCTOBER 24, 1975

Lift Truck Operator **Training** See page 3

### With Taylor Street triangle

# SMD performance always in sight

Something new has been added in the Specialty Motor Dept. at Taylor Street. Hanging from the ceiling of the factory there is a giant yellow and two-tone blue "scoreboard" triangle which displays monthly goals and weekly performance in the areas of safety, absenteeism, schedules, suggestions, and scrap and

The triangle was installed this month, launching a new fourth quarter "XL in '75" contest for all SMD Taylor Street employees. Each week's performance is regularly posted so each person can see how the section is progressing toward meeting its goals. In addition to winning prizes, employees have the opportunity to note at a glance those elements of the business which need improvement to keep the SMD plant competitive.

First prize for October is a picnic for all employees. To earn an invitation to the ham, turkey and cheese sandwich luncheon, SMD Taylor Street people must tally 10 points on the scoreboard triangle during the month. A maximum of two points each are awarded to meeting goals in each of the five triangle categories.

All prizes are announced in advance. Eight points entitle SMD people to a free coffee-anddoughnut break this month. Six points bring each person a special "Try Harder" award.



CHECKING OUT "XL" GOALS at SMD Taylor Street are from left, Bernie Huguenard, Gaylord Sparks, Virginia Taylor and Pat Deering.

# Employees counsel Junior Achievers; students meet GE managers

This year, as in the past, a number of General Electric people here are serving as volunteer advisers to high school students participating in local GE department-sponsored Junior Achievement (JA) enterprises.

In the Specialty Motor Dept., John Nye, coordinating adviser, and advisers Dick Ballard, Julie Winchester, Bill Stark and Jim Stewart have volunteered their time to JA.

Dept., George Ridge, coordinating adviser; advisers Bill Borgmann, Bill Turner and Jim Yu, and alternates Glenn Seabold and Pat Ballou are ready to share their business experience and know-how with JA members.

In the Hermetic Motor Operation, coordinating adviser Ray Watkins and advisers Dottie Askren, Joe Lonsway, Larry Overmyer and Paul Yentes will

In the General Purpose Motor be working closely with JA sponsored JA company, will be

These employees will help JA meet its objective of providing teenagers with practical experience and an insight into the complexities of economics. In upcoming GE News issues published during November, December and January, the SMD, GPM and HMO employees who are advising JA students, and a profile of each departmentfeatured.

Junior Achievement builds appreciation for the free enterprise system, teaches the importance of human relationships, and helps develop career interests among students. With the aid of management counseling from volunteer advisers, JA members operate their own mini-corporations during most of the school year.

Although short-lived, the companies are real, and students are charged to:

• establish goals and ob-

jectives, • incorporate and capitalize,

 organize a board of directors and elect officers,

• manufacture and market a product or service,

• maintain a complete financial record system,

• pay wages, salaries, and commissions, and yes . . .

even pay taxes.

In May, JA members prepare an annual report, liquidate their companies, and if successful, return their stockholders' original investment (\$1 per share of common stock; no one may own more than one share in any one company) plus a dividend.

Junior Achievement is a nonprofit international organization financed by businesses and individuals. In the U.S. alone, more than 50,000 business people contribute their time to JA, and over 90,000 firms and individuals provide funds. Each JA area of the country is managed by a professional staff and volunteer board of directors.



BICENTENNIAL SALES COMPANY, sponsored by SMD. From left are Gary LeMay, treasurer; Robin Norris, secretary; Tony Hines, president; Dave Gifford, SMD general manager; Connie Fankhauser, vice president, sales; and Karen Didion, vice president, personnel.



GEAC (GENERAL ELECTRIC ACHIEVEMENT COMPANY), spon sored by GPM. From left are Tammy Cramer, president; Jim Kempf, GEAC member; Jim Warren, GPM general manager; Doyal McLemore, GPM employee relations manager; and Jill Furry, GEAC member.

GEN-CO, sponsored by HMO. From left are (seated) Lisa Altekruse, president; Cal Wezz, vice president, sales; Bill Carmody, HMO manager; (standing) Cindy Watkins, secretary; Dave Schnellbach, purchasing, quality control; and Scott Cisney, vice president, personnel.

# Third quarter reviews of stock, fund reported

Here are the GE stock prices and the average fund unit prices used in the crediting of participants' accounts during the third quarter of 1975 under the Savings & Security Program:

|           | STOCK<br>PRICE | FUND UNIT<br>PRICE |
|-----------|----------------|--------------------|
| July      | \$49.926       | \$27.114           |
| August    | \$44.542       | \$24.670           |
| September | \$44.173       | \$24.010           |

The stock price is the average of the closing prices of General Electric stock on the New York Stock Exchange for each trading day in the calendar month. The fund unit price is the average of the daily fund unit prices, determined for each trading day of the New York Stock Exchange in the calendar month by dividing the number of fund units into the net asset value of the fund.

### Neighboring clocks turned back

Although the Fort Wayne area will not be affected by the time change which takes place this weekend, GE employees here should note that Ohio, Michigan, and 12 counties in northwestern and southwestern Indiana will be setting their clocks back one hour beginning Sunday, Oct. 26. The Hoosier counties affected are: Lake, Porter, LaPorte, Newton, Jasper, Starke, Posey, Vanderburgh, Warrick, Spencer, Gibson and Pike. The time change will put these geographical areas in the same time reference as Fort Wayne.

# Dedication, performance on GE job earn honors for top 'Transporters'

Month" recognition awards were presented during the third quarter of 1975 in the transportation operation of the Appliance Components Support Operation here.

Reviewing nominations submitted by transportation operation supervisors, a selection committee studies the various accomplishments of candidates. The committee's final choice of a monthly "Transporter" is based on a person's attendance, safety habits, attitude, job performance and Suggestion Plan participation. All hourly and nonexempt salaried employees in the transportation operation are eligible to be nominated for this distinction.

In July, August and September, over-the-road drivers Glen Bice and Dick Fitch, and yard work driver Wayne Davis, respectively, were presented engraved "Transporter" plaques.

The following statements were

Three "Transporter of the made by their supervisors when nominating the men for this honor:

> GLEN BICE, July award: "In the five years I have been associated with Glen Bice, he has always shown a desire to get the freight to the customers on time. He has never balked or complained about the type of trip assigned or the equipment he was to take. He has on many occasions been a plus to the dispatcher with helpful suggestions and he has many times made important pick-ups that were needed for production at the various plants we serve.

> "Glen is courteous and helpful to his fellow drivers when they need advice or assistance on finding new shipping locations. He is a true veteran and a real credit to our trucking operation."

DICK FITCH, August award: "Through the years Dick Fitch has performed his duties 100 percent, and has never failed to make his deliveries and pick-ups on schedule. His attendance and dependability have been ex-

"Dick has earned his 18-year safe-driving award (18 years without a preventable accident) from the National Safety Council. We need more professionals like Richard Fitch.'

WAYNE DAVIS, September award: "I am nominating Wayne Davis as 'Transporter of the Month' as he meets all requirements.

"Wayne has a very good safety record and is always alert to safety hazards. His work attendance is excellent as he is always on the job, and his job is well done. Wayne serves all Taylor Street docks by moving trailers in and out as they are needed for loading and unloading.

"In my opinion he is tops as a yard driver and would be very hard to replace."



GLEN BICE



DICK FITCH



WAYNE DAVIS

You'll never guess what happened on Oct. 11 . . .

Ron's Raiders forfeited again. It's too bad that with 16 names on their roster, they can't get seven men on the football field. With only four teams, it's important that everyone shows up. If you guys didn't want to play, what did you sign up for? Dynomite received the "win" this week.

Easy Riders kept their winning streak going with a 14-7 score over the Leaky Hutch. Steve Hosier passed 40 yards to Royce Bradbury for the first touchdown. The extra point was Hosier to Jack Woodruff. Hosier completed a 20-yard pass to Chuck Groves for the second TD, and made the conversion with a pass to Frank Dunfee. I'll bet Steve's arm was sore Saturday night!

The Leaky Hutch scored on a 45-yard pass from Steve Barva to Dave Hoppel. The final point was Barva to Tim Mahalik.

The Leaky Hutch is now 2-2 for the season. Dynomite and Easy Riders are 3-1. Ron's Raiders aren't anything.



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### FOR SALE

AKC Brittany spaniel pups, call 456-

4213.

'73 GRAND AM, air, mags, stereo. 748-7077 aft. 5.

'72 CHEVY 1/2 T. pickup, new tires, low mileage. 627-2608.

VACUUM cleaner, GE, swivel top canister, \$20. 747-0885.

'71 OLDS Delta, ex. cond., \$1700 or best offer. 456-2305.

RUMMAGE sale, Concordia Luth. H.S., Oct. 24-25, 9-5.

'70 EL CAMINO, good cond. 693-3637.

RUMMAGE sale, Concordia Luth.
H.S., Oct. 24-25, 9-5.

70 EL CAMINO, good cond. 693-3637.
JACKET, fur, sz. 16, blk. lamb, fox muff, pillow style. 447-4606.
SPRAYER, 3-pt. hitch, 1 barrel, cheap, new. 437-1372.

'69 FORD Ctry. sedan, pwr., w-air, new tires, ex. cond. 745-9661.
RUMMAGE sale, Oct. 24-26, 1801
Rosemont, pool table.
TIRES (2), mtd., H78-114, fits Cutlass, ex. cond., \$30. 447-2377.
BABY afghans, 30x36, no kits, \$5.00. 748-0174.
STORM windows & screens, wood.

748-0174.

STORM windows & screens, wood. 745-0746.

'66 CHEVY wagon, 283-runs good, body fair, \$250. 625-4984.

RIDING lawnmower, 25", Mont. Ward, good cond. 748-8628.

ENGINE, 4 h.p., Briggs, side-shaft, like new, \$40. 422-6806.

FIREWOOD, \$5-rank, plus \$5 del.; oil ank, \$25. 1-723-5460 S. Whitley.

STOVE, elec., hvst. gold, used 7 mo., self-cl., \$20 or offer. 484-7594.

MEN'S suits & topcoats, 40-42. 483-6717.

'71 MUSTANG, 3-spd., conv., \$1195.

432-2316.

IBM 20" typewrtr., 10-key dec., tab, elite, cbn. rib., \$185. 747-3871.

72 SUZUKI 500, ex. cond. 747-4304.

TUBE & set tester, model 807, Radio City Co., \$15. 422-6330.

COATS, black, brown, red, sz. 18. 440-WASHER & dryer, ex. shape. 748-

NASHEK & dryer, ex. Shape. 746-0833.

BABY equip., sterilizer, tub, bottle warmer, etc. 747-5561.

YOUTH bed w-mattress, good cond., \$15. 638-4330 Mkl.

SOFA, Early American style, good, \$20. 447-1721.

'70 CHEV. ½ T. truck, V-8, PS, stick. 639-3897 eves.

RAD. saw, 10", B&D, w-blds., mldg. hds. & stand, \$250. 447-4812.

TRAILER skirting; air. comp., upright, 1½ h.p. 592-7279 Decatur.

SPACE heater, gas, w-blower, 32,000 BTU, \$25. 744-3807.

FIREWOOD, mixed hardwood, delivered. 623-6664.

TROMBONE, ex. cond., good slide.

'66 FORD camper special. '74 Coachman, 91/2' camper. 745-9168.

Please Turn to Page 4

### In lift truck training

# Safety stressed to qualified operators

Five employees in the Bldg. 32 warehouse of the Specialty Motor Dept. at Broadway have become "qualified industrial truckers" after completing an intensive 16hour course here. Sponsored by Appliance Components Support Operation's area services, the Lift Truck Operator Training course — 12 hours of classroom study and four hours of actual powered lift truck driving exercises and tests — began last

According to instructors Paul Stemmler, Broadway plant protection officer, and Don Lockwood, area services group leader at Taylor Street, the objective of the course is to assist each "trainee" to develop into a professional lift truck operator. A preface to the course's contents defines this "professional" as an operator who has the ability and desire for error-free operation of the powered lift truck he or she uses on the job.

Jerry Pieper, Bldg. 32 warehouse supervisor, was the first to enroll some employees in the new training course. Of the five SMD people who participated in the initial session, three were inexperienced industrial truck drivers.

"There's a big difference between just operating one of these trucks and operating one safely," Pieper notes. "Safety is the key concern. And as well as helping protect drivers and the people who work near them in an area, safety sense adds to an operation's overall efficiency."

As the photos on this page illustrate, the first Lift Truck Operating Training course ran smoothly. In addition to Specialty Motor, several other GE departments here have expressed interest in enrolling employees in these safety instructions.



DURING ONE OF THE EXERCISES of the new Lift Truck Operator Training Course, Hollis Simmons loads cargo into an area shaped like the back of a truck. Safety is stressed in both classroom study and practical handling drills. In background, industrial truck driver Bill Reith gets pointers from instructor Don Lockwood, as instructor Paul Stemmler and plant protection chief Tom Corneil discuss the course.



BADGE OF MERIT. Specialty Motor employees in Bldg. 32 who successfully complete the Lift Truck Operator Training Course are given these badges, which display their names. The steel tags were ordered by Jerry Pieper, shipping and receiving supervisor.



IN THE CLASSROOM, from left, Hollis Simmons; Bill Lamb; instructors Don Lockwood and Paul Stemmler; Marie Clay; Len Davis and Bill Reith review tests taken on information learned from films and manuals. The classroom portion of the course takes up 12 of the 16 hours needed to become qualified industrial truck drivers for GE here



WEAVING IN AND OUT of prepared obstacles set up to test an industrial truck driver's ability to handle heavy power equipment, Specialty Motor's Marie Clay concentrates on the long steel forks in front of her as she makes a turn. Driving skills are tested in the last quarter of the two-day Lift Truck Operator Training course.



OUTLINING OBJECTIVES of the area services-sponsored course to teach professional operation of lift trucks, instructors Paul Stemmler, left, and Don Lockwood, right, meet with "trainees" Bill Reith, Marie Clay and Len Davis; SMD shipping-receiving supervisor Jerry Pieper; and "trainees" Hollis Simmons and Bill Lamb. Two experienced and three inexperienced industrial truck drivers from Bldg. 32 were enrolled in the first course, which was conducted last week.



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about the people who help make the world's most dependable components

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Dan C. Crabtree **Communications Manager** Dick Knoph, Editor Rex Mericle, Chief Photographer





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\*Suggested Retail Price

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### **GE Trap & Skeet League teams still forming**

\$88.75

Openings are still available on company, and their families can teams in the GE Trap & Skeet show off their shooting skills and League for the 1975-76 season. GE compete for trophies at the employees, including those who Winchester Gun Club, where are currently on layoff from the guns will be furnished free of

charge to any league members requesting them.

For membership details, interested persons should call Jim Rupert, Ext. 3610.

### **November filled** with Elex topics

Elex Club members will find something of interest every week next month. Here's the calendar of activities for November:

Nov. 3: Partizan Chapter executive board meeting; 11:30 a.m.; Lucky Steer Restaurant, 2912 Getz Rd.

Nov. 5: Elex Executive Board meeting; 1 p.m.; GE Club trophy

Nov. 5: Tour of Hickory Farm Store at Glenbrook Shopping Center; 7:30 p.m.

Nov. 6: Pen-El Chapter board meeting; 9:30 a.m.; GE Club trophy room.

Nov. 6: El-Par Chapter oneday trip to Hagerstown; \$10.50 includes meal and charter bus transportation.

Nov. 10: Elex Supper Program; "Diary of Adam & Eve;" GE Club auditorium; supper served 4:45 to 5:45 p.m.; \$2.35 for members, \$2.85 for guests.

Nov. 12: Pen-El Chapter social meeting; 1 p.m.; Y.W.C.A.

Nov. 12: Lecture at Saint Francis Planetarium; 7:30 p.m.;

Nov. 17: Elex Executive Committee meeting; 4:45 p.m. Bldg. 18-3 conference room.

Nov. 18: Partizan Chapter annual tea; 12:30 p.m.; Woodhurst party room, 5500 S. Wayne. Nov. 18: Tour of Fire Department Station No. 1; Main and Lafayette Streets; 7:30 p.m.

Nov. 19: El-Par Chapter social meeting; 1 p.m.; Y.W.C.A.

Nov. 20: Elex Club Luncheon Program; 11:30 a.m.; Lester's (Hall's) Party Room; featuring Lucille Whitman's slide presentation on fashions; \$3 for members, \$3.50 for guests.

Nov. 24: Honor-ettes social meeting; 1 p.m.; Bill Knapp's Restaurant, 5820 Coldwater Rd.

Nov. 25: Elex Executive Board meeting; 7:30 p.m.; Bldg. 18-1 conference room.

Nov. 29: One-day trip to Chicago by charter bus; \$10 for members, \$11 for guests

Continued from Page 3

72 TRI-HULL 65 h.p. Johnson wconv. top, side curt. 426-5161.

73 HONDA 750, K3, w-sissy bar, fairing, lug. rack, 4300 mi. 639-3335.

DESK, student's, maple, w-chair, \$60. 485-3853.

WIG, It. brown, short, very good cond., \$5. 744-9479.

BICYCLE, girl's 20", Western Auto, \$25. 897-2582.

TIRE & rim, G78-14, 100 mi. only, \$20. 425-6421.

PAINT, 130 gal., oil & latex, \$1.50 - \$4 per gal. 745-9446.

BICYCLES, his & hers, w-child's seat, Raleigh. 623-6572.

SNOW tire, baby furniture, like new. 485-1707 aft. 4:30.

SOFA, beige brocade sectional, black rections 747-7475. Continued from Page 3

485-1707 aft. 4:30.

SOFA, beige brocade sectional, black recliner. 747-7675.

SNOW tire, baby furniture, like new. 485-1707 aft. 4:30.

SOFA, beige brocade sectional, black recliner. 747-7675.

TROMBONE, King, \$24.50. 432-6472. '71 PLYMOUTH, \$1000. 748-7331. '60 RAMBLER, 4-dr., \$150. 432-4847. '65 CORVAIR, 50 mi. on reblt. eng., \$400. '72 Kaw., \$500. 748-7023.

FIREWOOD, 2 ranks, \$35. 40" elec. range, \$125. 484-4251.

# **Alley Chat Connie Houser**

Hi gang! I have good news this week for Jim King of the Hermetic League. Jim took Bob Voirol's place on the bulletin board with a season high 668 series! Sorry Bob, but move over. Jim's games were a smashing 252, 244 and 172! This gives Jim not only high series for the week, but high game, too! I wonder if Jim feels like a "king?" Well, he should! Holding down second place is Jim Sircey of the Masonic League with his 617 series. He rolled a 213, 212 and 192. Good work, Jim! Our "spark plug" - Bob Voirol - was ablc to stay in the headlines with third high series, a 603, which included a solid game of

This week four women earned honors by bowling series of more than 500. The Sunday Nite Mixers are proud of Donna Treesh, who captured first place for this week. She walked off the alley with a 529 series, which included a good 191 game. Virginia Fletchall of the Friday Morning Ladies was an "early bird" with week's high game of 210, which gave her second high series of 509. Third place goes to Pat Volkert of the Saturday Alley Kats. Pat rolled a 506 series with week's third high game of 109. Holding fourth place is Nadene Werling of the Jack & Jill League. She had a 502 series with a sound 202 game. Keep up the good bowling!

I hear that Ray Fischbach is having trouble keeping trophies in stock! It seems that you men bowlers are getting so good at rolling 230-and-over games that maybe it would be wise for us to invest in a trophy company!

For the men, second high game of the week goes to Jim Bailey of the Brethren Mixed League; he had a 246. Close behind was Gary Ghaster of the Hermetic League with his 235. Ron Fisher of the Apparatus League came up with a good 231. Carl Metker of the GE Office League was right on Ron's tail with a 230. By the way, the GE Office League (once again) had 11 scores of over 200. It seems the Small Motor League is letting them get ahead. Come on, men! You can catch them if you try!

Good scores were turned in by all leagues: Dovle Sheets, 228. Apparatus; Jack Higle, 227 and 213, Brethren Mixed; John Hunnicutt, 224, Small Motor; Dude Kamphues, 221, Hermetic; Merv Lowden, 220, Apparatus; Charles Cochren and Jerry Koehl bumped heads with 217s, GE Office; Mike Herman, 216, Apparatus; Milt Marks, GE Office; Dave Myers, Sunday Sandbaggers; and Mike Hammon, Sunday Nite Mixers, all had 215s; Tom Schible, 212, GE Office; C.W. Koch, 211; Emmaus Mixed; and Bob Younghaus, 210, GE Office.

Other high scores - 209s were bowled by Harold Baker, GE Office; and Mike Conrad, Sunday Nite Mixers; 208s went to Red Dillion, Pete & Tillie; and J. Heaston, Apparatus; 207s were scored by Gene Holdgreve, Small Motor; Bob Klepper, Hermetic; and Dave Locker, GE Office; 206s went to C. Schweyer, Hermetic; Elmer Asbell, Taylor Street Friday Nite; Steve Hinton, Pete & Tillie; and Skeets Lahrman, GE Office; Don Neuhaus rolled a 205 in Small Motor; Milt Marks, Taylor Street Friday Nite, got a 203; 202s were brought in by Ken Bainbridge, Taylor Street Friday Nite; Dave Myers, Pete & Tillie; Cal Hapner, Small Motor; and Jim Rieger, GE Office; 201s were registered by Ed Hagadorn, GE Office; Hank Vance and Bill Kumfer, Small Motor; and Gene Egts, Masonic; Bill Wright, Taylor Street Friday Nite, hit 200.

The spotlight on splits this week went to two women and two men. The Sunday Sandbaggers' Lois Weaver converted the 6-7-10, and Kay Surface sent the 5-7 back to the wall! Dave Myers of the Saturday Alley Kats made the 5-10 look like an easy shot. Following with more excitement was Don Ramm's conversion of the 3-7-10. What a fun night for those two leagues! See you next week.

| '65 VW, very good cond. 447-4862.<br>SNOW tires (2), F78-14, very good |
|--|
| cond. 485-4354. BEDROOM suite, 3 pc., good cond. 636-7264 Albion.      |
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GIRL Scout uniform, XL, Jr., w-slacks. 747-5461.

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|---|
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| 745-7082.   |
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| TREE cutting & trimming, for estimate call 743-8219.  |
| ROTOTILLER. 489-4881.                                 |
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# Reduced order backlog, customers' inventory anxiety affect STBD

order backlog, the Specialty Transformer Business Dept. set realistic expectations that its transformer product lines could

Working off a healthy 1974 weather the recessionary en- customers are reluctant to vironment of early 1975. Now, in the concluding months of the calendar year, most of this backlog has been filled, and

Customers and products:

# 'If they can't get them from us, they'll get them someplace else'

Donald B. Dickerman, Jr., was named marketing manager of the Specialty Transformer Business Dept. last month. Having joined General Electric in 1956, he's worked for STBD the past three years. In 1976, Dickerman sees different marketing challenges than those pursued in the most recent past.

"Like last year, we're facing extreme competitive pressures in the areas of price and service," he says. "Any project — any size - is being fought after as fiercely as the big jobs used to be.

"Customers who buy our products know this," he continues. "If they can't get them from us, they'll get them someplace else.'

Dickerman adds that "smart management strategies and greater productivity on the part of all employees" will be needed in the coming year. "The majority of our competitors are located in new modern plants, primarily in the South," he says. 'The challenge for us is to remain cost and service com-

On-time production and deliveries, adjusting schedules to meet customer requirements and outstanding quality will help, according to Dickerman. "STBD management is committed to making this happen," he says.

Prior to his job as marketing manager, Dickerman was Schenectady, N.Y.



DON DICKERMAN

manager of distributor sales, and before that, manager of industrial sales for Specialty Transformer. He came to Fort Wayne from GE's Hendersonville, N.C., Lighting Systems facility, where he was manager of specification sales and manpower development. He has been a lighting systems engineer and full-line sales engineer in the New York City district of the Apparatus Distribution Sales Division, and has held assignments in application engineering. Dickerman has also worked in the company's Technical Marketing Program headquarters at

rebuild their businesses too rapidly after experiencing high inventory and low sales volumes. As a result, STBD is forecasting a drop in October-through-December transformer sales. This new lower level is expected to be the going rate throughout the first half of 1976.

The market for power supplies, the other major business segment of the department, fell drastically during 1975. Due to high inventories and low demand for customers' products, this market is projected to drop further next year.

**Mixed Sales Potential** 

According to marketing manager Don Dickerman, Specialty Transformer serves three basic markets - commercial and industrial electrical construction; industrial OEMs (original equipment manufacturers); and manufacturers of copier machines and air cleaning equipment. The first two markets create demand for the department's broad line of transformer products; their large customer base includes industrial and electrical construction, and machinery manufacturers. By comparison, the number of copier machine and air cleaning equipment customers — the market for STBD power supplies



A BRIGHT SPOT. Despite a predicted "flat" market for transformer products next year, an STBD Integral Distribution Center will be hard at work delivering packaged power to the new wing of Lutheran Hospital here. Reviewing the job on site are Vicki Linder, associate zone manager for distributor sales, and Andy Picco, sales engineer in the Apparatus Distribution Sales Division's Fort Wayne office.

— is relatively small.

**Inventory Uncertainties** 

"Our incoming transformer orders now are getting closer and closer to outgoing sales," Dickerman says. "No one is forecasting an appreciative growth in the industrial marketplace next year. People don't want to risk high inventory situations again.

"There will be minimum growth in our distributor stock

business, too," he adds. "Again, this is mostly due to control of inventories. Unless he knows your product has a home to go to, a distributor isn't going to overstock his shelves.'

Inventory anxiety, coupled with the fact that capital investment will be down for plant equipment and building construction, will affect STBD's transformer business in 1976, the marketing manager points out.

**Power Supplies Hurt** 

While transformer orders and sales were weakened by customers' inventory reduction efforts, market performance of STBD power supplies was damaged to a still greater extent.

"This is where we experienced the greatest drop in our business," Dickerman says. "Manufacturers had full stocks of component parts for their copier equipment, and there were reduced copier machine placements in the end market.

"Our competitors' volume in this market is down too, but because power supplies are the mainstay of their business, they've reacted to lower available business by reduced prices. On top of declining sales for these products, we've seen some of our market share eroded by several lower-cost power supply manufacturers entering the market," he notes.

Dickerman explains that the cutback in military electronics markets and the diminishing number of computer manufacturers have forced many small electronic component producers to search for other sales outlets to which they could adapt their products. The copier machine market was a natural avenue for these companies to pursue.

The air cleaning market, another power supplies sales outlet, depends heavily on commercial and industrial construction, which has been minimal in 1975 and is forecast to continue flat throughout 1976.

"Our marketing challenge. then, is to offset this decline in our power supply business with additional sales in what, at best, is going to be a level market for our transformer products," Dickerman notes.

Some Bright Spots Despite the flat trend forecast for STBD transformer sales and Please Turn to Page 2



Nonexempt men and women in the General Purpose Motor Dept. at Broadway heard plant manager Dick Baumbauer describe their operation's orders received as "pretty sick during the first half of 1975." But last week's update of that review brought better news. "Orders have taken a slight edge upwards," Baumbauer continued, "and now we're beginning to see an upturn." The recent improvement in customer service performances at GPM's Broadway plant should help the "remain steady t slightly upward in 1976," he

Baumbauer cautioned employees, however, "If this upturn takes off too fast, we're very apprehensive we'll see more inflation, and potentially another slowdown in the economy. To be honest, we'd rather see slow, steady growth than a sudden jump up.'

The Broadway plant's AC motor line showed "erratic behavior" in net orders, according to Baumbauer. "In September, orders started coming in, but we're still running production schedules at about half of what we were doing last year."

positive, however. "It now ap- employees in the meeting. pears we've got the business to. increase levels slightly," he told

Discussing the plant's DC keep lines running, and even motor business, Baumbauer said, "Orders declined in a hurry, and

we pulled our lines just as fast because the business just wasn't

Please Turn to Page 3



IN A MEETING with nonexempt men and women, Dick Baumbauer, above, reviewed past and current order levels and markets for the General Purpose Motor Dept.'s Broadway plant. "We've come a long way, but we've still got a long way to go," he told employees. Baumbauer added that the operation is "hopeful for stability, or a slight upturn in roduction schedules at about alf of what we were doing last ear."

The turnaround has been added that the operation is "hopeful for stability, or a slight upturn in 1976," and noted that the conscientious work of all employees helped pull the operation through a difficult period of business.



FORT WAYNE

OCTOBER 31, 1975



# Transformer orders will dip in 1976; power supplies market to sink further

Continued From Page 1

the poor outlook industry-wide for the power supplies market, the department can bank on several positive elements of its business, according to the marketing manager.

Locally, STBD this year sold 15 transformers, being built in Bldg. 27 here, for installation in the new J.C. Penney department store currently under construction at the Glenbrook Mall Shopping Center. In addition, an Integral Distribution Center made in Bldg. 22 will be supplying packaged power to the new wing of Fort Wayne's Lutheran Hospital. Both accounts were sold by the Fort Wayne office of the Apparatus Distribution Sales Division. This local office is the most successful branch operating out of the Indianapolis-based district headquarters, according to Dickerman.

"Another ray of hope is that STBD commercial air conditioning customers have used up most of their inventories, and that market will pick up again next year," Dickerman continues. "This could help create more sales for our transformer products among these OEM customers."

Dickerman says that the department benefits by its "multiplicity of market segments." Pooled GE sales forces serving selected sectors of the market, a large network of

electrical distributors, a smaller achieve sales levels in 1975 that network of distributors for the electronic OEM market, and international sales efforts to generate business among foreign customers mean STBD "doesn't have to hang its future on the ups and downs of just one market,'

"No other competitor has the sales channels and a distributor network put together like GE," he says. "Because of this strength, we've been able to were not as bad as they could have been.

"Coupled with this, we intend to capitalize on our transformers' 'number one' brand acceptance in the marketplace to aggressively promote our product line in 1976," he concludes. "But we've got to be competitive in terms of both cost and service. This means our product has to be in the right place, on time, to meet the customer's needs."



FIFTEEN TRANSFORMERS, ranging in size from 30 through 300 KVA, are a part of the J.C. Penney store currently being built at Glenbrook Mall. In inset, Apparatus Distribution Sales Division sales engineer Andy Picco, right, discusses STBD product with Owen Winters, foreman for Central Electric, the electrical contractor on the job.

# **NEWS NOTES**

### Xerox profits fall as product demand drops

Xerox Corporation's net income from continuing operations in the third quarer of 1975 dropped nearly 10 percent, a profit decline which was anticipated as far back as the company's annual meeting in mid-May, according to the Wall Street Journal.

Also in that meeting, Xerox executives forecast that profits would drop in the fourth quarter of the year. They attribute the lower earnings to world-wide inflation and recession and high interest expenses, along with the costs of introducing products and "sluggish demand" for copiers.

Xerox is a major power supplies customer of the Specialty Transformer Business Dept. here, and indirectly, a customer of the General Purpose Motor Dept. which furnishes motor parts to the Gear Motor Plant in Paterson, N.J., for Xerox products.

### Medical 'deductible' expenses carried over

October marked the beginning of fourth quarter carryover time under the GE Insurance Plan.

Under the provisions of the comprehensive medical expense coverage, employees and their covered dependents pay a certain portion of covered Type B expenses (mostly doctors' office visits and prescription drugs) before they are eligible for benefits. This portion is called the "deductible" and is the first \$50 of Type B expense. While the deductible applies to each individual's expenses, the total for an employee and covered dependents is never more than \$125 in a calendar year, no matter how many persons are covered. As a result, in some large families, some members become eligible for benefits with the first dollar of expense.

The fourth quarter carryover feature comes into play when any deductible expense is incurred in the final quarter of the year. If this happens, the medical expense in the deductible can be carried over and used for the following year as well as the current year. That means an Insurance Plan participant won't have to pay a second deductible if his illness runs into the new year.

### Employee Store 'Fall Family Festival' soon

Starting to get those holiday shopping lists in shape? Hang on to some of those gift ideas, and bring them with you to the GE Employee Store's Annual Fall family Festival, coming up in three weeks -Nov. 20 and 21! You'll find the lowest prices on GE products in the area. Your Employee Store won't be undersold!

### Driving a bargain

### Auto rental program for employees

rental agreement program between the Hertz Corporation and General Electric, entitling all GE employees to discounts and other benefits, is now in

The rental agreement, which will run through July 31, 1977, has these provisions:

### DISCOUNT PROGRAM:

- 35 percent on regular time and mileage rates within the United States, including Alaska and the Hawaiian Islands, and 15 percent on special rates.
- 25 percent on regular time and mileage rates on international rentals, except Canada.
- 30 percent on regular time and mileage rates, and 5 percent on regular flat rates or special time and mileage rates within Canada.

### OTHER PROVISIONS:

- No drop-off charge for rentals within the continental U.S. or the Hawaiian Islands.
- Cash deposits will not be required when charges are settled by a cash payment when the rental car is returned.
- The renter's or company's responsibility for the first \$100 of accidental loss or damage to any vehicle (within the continental U.S. and the Hawaiian Islands) is checks at the end of last year? waived by Hertz. GE employees should continue to initial the

A new two-year automobile blocks on the Hertz Standard-Form Rental Agreement declining acceptance of the collision damage waiver and personal accident insurance.

> The discounts will apply to all Hertz automobile rentals by GE

employees regardless of whether the rental is for company business or personal use.

Employees renting cars from Hertz should be certain the GE identification number (CDP-ID # 28608) is shown on each



Rental Agreement for cost tracking purposes. Wallet-size cards bearing this number can be picked up by employees here at the GE Employee Store on Swinney Avenue.

### **Bingo planned**

The GE Club will be hosting free Bingo for all GE employees and their children (12 years old and over) on Saturday, Nov. 8.

Door prizes, and grocery prizes for lucky Bingo players, will be awarded during the course of the evening's activities. It begins at 8 p.m. in the GE Club auditorium on Swinney Avenue.

### Give yourself this test:

### How much do you really know about your retirement income?

Editor's Note: Here's a set of questions to test your knowledge of some benefits that make up the unseen dollars in your paycheck the benefits that provide retirement income. How much do you know about your GE pension and Social Security benefits — how they are paid for, what some of their values are, how they pay off for GE people? Choose what you think is the correct answer to each question. Then turn to page 4 to check the answers.

- 1. Social Security is the primary retirement income for many employees of business and industry in the U.S. What percentage of business and industry employees also have a private pension plan? (a) 50% (b) 60% (c) 80% (d) 90%
- 2. The new Pension Law requires many private pension plans to be revised to include an improved "vested rights" provision. Under a typical version of the "new" provision, you can leave a company for any reason after 10 years of service; then, after you reach retirement age, you can apply for and receive a pension based on your credits under that company's plan. How long has GE's Pension Plan had such a provision?
- (a) 1 year (b) 3 years (c) 6 years (d) 9 years (e) 12 years
- 3. The number of people receiving GE pension checks at the end of 1964 was about 29,000. How many more were receiving pension
- (a) 10% more
- (e) 50% more
- (b) 25% more (d) 90 % more

- 4. Right now, General Electric is helping support two retirement income plans, side by side. The benefits — and the cost — of each have skyrocketed during the past dozen or so years. Payments to the GE Pension Trust have leaped from \$28 million in 1962 to \$149 million last year. How big a jump do you think GE's payment to Social
- Security has made in the same period? (a) \$12 million to \$24 million
  - (b) \$16 million to \$48 million
- (c) \$28 million to \$100 million
- (d) \$37 million to \$190 million
- 5. Under some pension plans when you elect to retire early, your earned pension is reduced by a specified percentage for each year you are under age 65. That's because of the increased number of years the pension would be paid. If you retired at age 62, how much would your GE pension be reduced?
- (a) not at all (b) 4.8% (c) 12% (d) 20%
- 6. Assume you are a GE employee with a dependent spouse. You are earning \$10,000 a year and have 30 years of credited service and a typical earnings history. You and your spouse are both 62, and you want to retire. How do you think your retirement income (Social Security and GE pension) will compare with your present "after-tax take home?" Remember — your GE pension is based on your final five-year average earnings and is figured from the minimum table.
- (a) 30% of after-tax pay
- (b) 50% of after-tax pay (d) 80% of after-tax pay
- (c) 70% of after-tax pay (e) 85% of after-tax pay
- SEE PAGE 4 FOR THE ANSWERS!



FOR OUTSTANDING EFFORT in the ECSF drive, plaques of thanks were presented recently to, seated from left, Genevieve Ellingson, STBD publicity coordinator; Pete Peters, ECSF campaign steering committee co-chairman; and Harry Waggoner, SMD's ECSF campaign committee co-chairman, accepting a trophy for the department. Also thanked were, standing from left, Joe McAleavey and Dawn Wiley, CSD; Jack Wilson, STBD: lerry Riang, SMD: Hamer Jennings, ACBD finance: Dottie STBD; Jerry Riano, SMD; Homer Jennings, ACBD finance; Dottie Askren, HMO; and Tom Langley, GPM. Not pictures is Bob Till, ECSF campaign steering committee co-chairman.

## Effort of individuals, department recognized with ECSF plaques

Each year, after the Employee Community Services Fund (ECSF) campaign officially comes to a close and the individual performances of local departments are evaluated, an award is presented to the component here which attains the highest amount of pledges as a percentage of its payroll.

The winner of the 1975-76 ECSF drive is (the envelope, please) the Specialty Motor Dept. In a recent meeting, a "traveling trophy" engraved with the department's name was presented to SMD representatives who worked on the campaign. Specialty Motor will keep the award for display until next year's drive.

Also presented in the meeting was an award for best internal communication on ECSF by a local department. This plaque went to Genevieve Ellingson, publicity coordinator for the Specialty Transformer Business Dept. during the drive.

Pete Peters, ECSF campaign steering committee co-chairman, had this to say about the drive: "I was pleasantly surprised at the degree (more than \$40,000) by which we exceeded our goals. I remember saying at the time the goals were submitted that I hoped departments were giving conservative estimates. Everyone working on the drive and every ECSF contributor here deserve a lot of credit. We're very pleased with the results, and I know the United Way of Allen County is grateful for our help and concern."

### Busy month ahead

### Laughter, fashions, trip, tours highlight Elex list in November

have given Elex Club members an idea of the full schedule of events coming in November. Here's a more detailed look at some of the featured attractions:

• "The Diary of Adam and Eve" will highlight the Nov. 10 Supper Program for Elex members and guests. Hal Gunderson, professor of the Speech and Drama Department of Saint Francis College, promises an enjoyable 45 minutes of laughter with this Mark Twain play. The strong cast features GE's Jim Buchheit of the Taylor Street Wire Mill, as well as two other performers who are active in many local Civic Theatre productions. Hall's Restaurant will cater the dinner in the GE Club auditorium.

• "Planning a Wardrobe" is the title of a Lucille Whitman Fashion Show, which will be presented by overhead projection and narrated in person by the popular fashion consultant and owner of several dress salons throughout Indiana. Through her regularly scheduled appearances on television, and fashion commentaries on radio, Lucille Whitman's style presentations have delighted thousands of dress-conscious women. Her show will top the Elex Luncheon Program for members and guests at Lester's Party Room on

• A one-day trip to Chicago is scheduled for Nov. 29. Elex members and guests will have the opportunity to vist the Museum of Science and Industry, and can spend the remainder of

Last week's GE News should the day shopping at Marshall Fields and-or attending the matinee performance of "Absurd Person Singular" at the Shubert Theatre. Six Indiana Motor Coaches will leave the Lindley Avenue gate at 7:30 a.m. that Saturday and return at 9:30 p.m.

> • In addition, three evening tours have been planned for Elex Club members. On Nov. 7, Elex women will visit Hickory Farms in the Glenbrook Shopping Center. The Saint Francis College planetarium will be the site of a Nov. 12 tour and lecture. On Nov. 18, a tour of Fire Department Station No. 1 is scheduled.

> Elex members are urged to check bulletins for more information on all featured activities coming next month.

### Calendar Correction

The Honor-ettes Chapter social meeting will be held at the Alpine Family Restaurant, 4805 Lima Rd., at 1 p.m. on Nov. 24. The previously announced meeting place was Bill Knapp's.



LUCILLE WHITMAN, featured Elex

# In Memory

ROBERT M. KNEPPLE, 1335 Stag Dr., Fort Wayne, died June 3. He was an employee in the General Purpose Motor Dept.

OMER J. MEYER, 6510 Hadley Farm Lane, Fort Wayne, died Aug. 22. He retired in 1960 from Winter Street.

O. GLEN FERNWALT, 709 Anderson St., Fort Wayne, died Aug. 30. He retired in 1971 from Specialty Motor Dept.

MARY M. GOSS, 3002 Central Dr., Fort Wayne, died Sept. 3. She retired in 1965 from the Wire Mill at Taylor Street.

JOSEPH W. CHINWORTH, R.R. 5, Warsaw, Ind., died Sept. 6. He retired in 1975 from General Purpose Motor Dept.

LESTER F. MENZE, 8817 Decatur Rd., Fort Wayne, died Sept. 8. He was an employee at General Purpose Motor-Broadway.

RALPH E. McKEEFER, 2904 Northside Dr., Fort Wayne, died Sept. 10. He retired in 1967 from Winter Street, Small AC Motor Dept.

LENA BAUER, 332 W. Taber St., Fort Wayne, died Sept. 10. She retired in 1951 from the Specialty Motor Dept.

JAMES W. STAUFFER, 8112 Hessen Cassel Rd., Fort Wayne, died Sept. 10. He retired in 1969 from Specialty Transformer

KENNETH M. BUTLER, R.R. 2, Avilla, Ind., died Sept. 10. He retired in 1972 from General Purpose Motor at Winter Street.

ESTHER M. PECK, 3225 Oliver St., Fort Wayne, died Sept. 11. She retired in 1965 from Small AC Motor Dept. at Winter Street.

**RIDERS WANTED** 

DECATUR or area to Bdwy. or T.S., 2nd shift. 592-7279.

### FOR SALE

'73 GRAND AM, air, mags, stereo. 748-7077 aft. 5.
'68 BUICK Skylark, 2-dr., bucket seats, auto. 747-6434.
'73 HONDA 350, many extras, ex. cond., \$800. 747-0035.
BED, dbl., some panels, make offer. 489-5770

WHEELS (2), 15", for Ford LTD, \$3.50. 449-1914. DINING room suite, Duncan Phyfe.

ANTIQUE desk chairs. 745-7448.
CHAIRS, barrel-back, swivel, (2), \$25-both. 749-5711.
ENCYCLOPEDIA, Funk & Wagnalls, compl., like new. 432-0429.

FREEZER, 20 yrs. old, needs compressor. 489-9335.

compressor. 489-9335.

72 VETTE, new radials & mufflers, 350, auto., PS, PB. 449-1663 aft. 5.

SNOW tires & wheels (2), Firestone, F78x14, used 1 yr. 484-8910.

STORM windows & screens, alum. storm door. 437-2285.

FURNITURE, pans, dishes, misc., Fri.-Sat., 5010 Plaza.

BIKES: 20" boy's, 20" girl's. Browning 12 ga. over-under. 637-6463.

WOOD storm windows, screens, all

wood storm windows, screens, all sizes. 419-263-2285 Payne, O. DRAPES w-sheers, 2 pr., avocado, washable. 745-9944. DISHWASHER, convertible. 422-2823

3823.
SNOW tires on rims, w-studs, H78-14, like new. 447-1242.
CHAIRS, upholstered; pole lamp, floor lamp. 483-2019.
BED, bx. spr., matt. Rug, 11'6" x 8'. Sherbts., goblts., plates. 748-8791.
FREEZER, 21'. 489-9555.
RIMS (2 sets), 15"; 1 good tire, E78-14, for '69-'64 Buick. 447-3675.
TYPEWRITER, nice, \$40. Pr. gold chairs, \$15. ea. 484-5743.

Please Turn to Page 4

### 'Stability' is 1976 aim of GPM Broadway plant

Continued From Page 1

The plant manager explained that this business has begun to pick up now primarily because of increased battery truck business, the major applications of which are electric golf cars, recreational vehicles and electric automobiles.

"The golf car people bought virtually nothing in early 1975,' Baumbauer said, "and so it's understandable that they would be the first to go back up.

"Electric automobiles, such as Sebring-Vanguard's CitiCar, are still fairly new to the market, and are currently experiencing their ups and downs," he added.

What Happened?

Reviewing the 1974-75 business downturn, Baumbauer said, "I'm sure everyone has been asking

themselves, 'How did we get into this situation?' Basically, the problem was inflation, according to the majority of economists."

Referring to published reports tracking labor, material and consumer prices for the period 1969 through 1974, the Broadway plant manager pointed out that better stability existed in material prices and the Consumer Price Index through 1972.

"In late 1973, inflation started," Baumbauer noted. "Consumers showed resistance to higher prices and restricted their buying to non-durable goods, thereby reducing demand for products — including those products that our customers manufacture.

"This obviously reduced the need for our motors," he explained. "Many businesses were in the position of having too much inventory and reduced their ordering further than their production cutbacks." But he added, "The inventory positions have been corrected, and inputoutput is better, and in part, responsible for our current stability."

Baumbauer further stated, "Although material prices have stabilized and in some cases decreased a little, it would appear that long-term world inflation will affect the costs of materials in our products." To this point, he stressed the need for continued efforts to bring about more effective material use, substitutions, and reduced

### **Internal Headaches**

As well as outside economic influences, the GPM Broadway plant had to cope with serious internal problems. Through the conscientious work of employees there, however, Baumbauer indicated that these troubles have been greatly reduced.

"We had a poor promises-kept record earlier this year," he noted as an example. "Because of this, we lost our credibility among customers. But you've done a heck of a job since then. Last week we had almost 97 percent promises-kept, and

we've regained that credibility. I appreciate it, and I know it will help our business in the long

term." One of the biggest challenges facing the plant this year was the record high turnover of employees caused by bumping and job transfers. "I watched the numbers of employees go down in every location here," he said, "so we got the majority of the people who bumped from other jobs and plants."

Out of the more than 500 people who bumped into the Broadway plant, there were nearly 2,500 internal moves to satisfy employee reassignments, according to Baumbauer. "We had indigestion so bad in the first quarter of the year that I thought we'd never get well," he said. "But we did get well, and it was all because of the good efforts of all people in the Broadway operation.'

### Still Working At It

Looking ahead, Baumbauer told employees, "We've come a long way, but we've still got a long way to go.

"You've all worked hard during the past 15 months, and it won't be much different next year," he said. "Business doesn't look all that great, but at least we're hopeful for stability, or a slight upturn in 1976."



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about the seesle who help make the world's most describing compensate

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# Seasonal Specials!

### **Automatic** Coffeemaker



\$6.59 Brews a perfect potion every time

### Electric Toothbrush



Fights 'gremlins' who cause decay

**Employee** Store

Return postage guaranteed

Mail, Inc. 641 Growth Ave.

Address correction requested

### Finished the test?

# Facts about retirement income point out values of GE pension when added to Social Security

Here are the answers to the retirement quiz on page 2:

- 1. While virtually all these workers are eligible for Social Security, only about 50 percent will have the additional value of a private pension when they retire. If you marked (a), you're off to a
- 2. GE's plan has had a 10-year service requirement for vested rights for about nine years. The correct choice is (d); but there have been vested rights provisions in the GE plan, with various eligibility requirements, since 1946.
- 3. As 1974 ended, there were about 56,000 on the pension roll almost double the number 10 years earlier. When 1975 ends, it's expected that more than 60,000 people will depend on the GE Pension Trust for part of their retirement income. You're on target if you picked (d).
- 4. The answer is (d). When pension and Social Security are taken together, GE paid \$339 million last year to help provide retirement income for employees.
- 5. If you picked (a) for "not at all," you're correct. Under the GE Pension Plan you can receive the full pension you've earned, whether you retire at 65, 64, 63 or 62. Only when you choose to retire at 61 or 60 is there a reduction to cover the extra years of payment.
- 6. Start with your Pension Plan "minimum" table. In this example total retirement income adds up like this:

| . Your GE Pension             | \$225     |
|-------------------------------|-----------|
| Your Social Security          | 258       |
|                               | _         |
| Your monthly retirement inco  | ome \$483 |
| Add spouse's Social Security  | _ 121     |
| Total monthly retirement inco | ome \$604 |

Not counting your spouse's Social Security, your annual retirement income is about \$5,796. That's about 69 percent of your pre-retirement after-tax income - which is typically about \$8,400. When your spouse's age 62 Social Security is included, income climbs by another \$121 a month to \$7,248 a year. If you picked (e), you're about right; the answer is a total monthly retirement income amounting to about 86 percent of your present "after-tax income."

Continued From Page 3 COSCO auto. baby swing, \$7.50, & jumpseat, \$5. 623-6727 Mnrvl. SNOW tires, 1 pr., 18", \$50. 357-5693

Garrett.
72 WINDSOR, 12x70, nice, 2 bdrm., air, furnished. 639-3394.
PONY, 8 yrs. old. 432-2354 aft. 6.
ROTISSERIE oven, \$25. 622-7257

Ossian.
AWNINGS, alum., 2-42", 1-30", all 3, \$20. 622-7257 Ossian.
STOVE, 30", gas, white, ex. cond. 747-

MOBILE home, 12x65, very nice, must sell, make offer. 748-7794. RANGE, gas, 30"; also 40 gal. gas water heater. 489-5257. ACCORDIAN, 10 switch, w-case, \$300. 486-1886.

DRUM set, 5-pc., very good cond., \$300.50. 484-9224 aft. 5.

HALL tree; tables, 2 end, 2 occasional. 693-3491 C'busco.

'67 FORD Fairlane, auto., \$100. 749-5315 aft. 1.

STEREO, 8-tr., w-speakers & recorder, new, \$89. 422-8994.

COATS, sz. 12, girl's red, boy's blue, ea. \$4. 747-5461.

DAVENPORT, green nylon, ex. cond., \$40. 485-4790.

SNOW tires, 2 mtd. VW rims, 6.00-15, 3,000 mi., \$30. 483-4396.
'60 VALIANT, 6 cyl., auto., no rust, low mi., \$295. 1002 Baxter.

BIKE, 26", girl's, 10-spd., great Christmas gift. 627-3290 Hntgtn.

CABINET radio & record player, make offer. 627-2429 Grbl.

CARPET, 12x15, bound, ex. cond., good quality, \$50. 747-4783.
'74 BARACUDA, 18,000 mi., very clean, ex. cond. 484-2911.
'67 FORD wagon, 6 cyl., stick, \$150. Refin. ant. tables. 483-8874.
'71 COUGAR, white, best offer. 432-5353.

BABY items, swing, bathtub, 771 COUGAR, White, pest offer. 432-5353.

BABY items, swing, bathtub, stroller, ex. cond. 484-9744.

CHAIN link fence, 50', w-gate, all access., 36''. 484-1644.

WALNUT spool bed, trunk, fender, jazz bass guitar. 747-5692.

MINI-BIKE, ex. cond. 447-9941.

SNOW tires (2), H78-14, WW, & wheels, mounted, A-1, \$50. 745-7161. BULK RATE U.S. POSTAGE PAID

7161.
WEDDING dress, sz. 14, long, ivory, wtrain, new, \$95, 747-4745.
FIREWOOD, \$15-rank & \$5 del.; antique lard press. 1-723-5460 S. Whitley.
'71 NOVA, 307, 3-spd., ex. cond. 627-2388 aft. 5.
'72 MOTOR, 5 h.p., good cond., \$70. 433-7402

770 HONDA 750, \$700 firm; power cement trowel. 419-263-2909 Ant-werp, O.

werp, U.

BAZAAR, Nov. 7, St. Michael
Church, Getz Rd., 9 a.m..8 p.m.

WASHER, \$30. Rocking chair, \$25.
747-1272.

SOFA, 4-pc. sectional, \$75; 2 chairs. 743-4889.

743-4889. SPINET piano, mahogany finish, ex. cond., \$325. 347-0793 Kndvl. BOW, AM car radio, 14" Cragar mags & tires, 22 rifle. 446-8525.



# Alley Chat **Connie Houser**

BOO! We've heard that the "witches and goblins" are looking for Connie Brewer of the Ladies' Friday Nite League. It seems she has a "mysterious formula" that helped her bowl a new season high game of 232. Along with this new record, Connie captured high series of the week for the women with a 549. Pat Volkert of the Saturday Alley Kats had a little "witchcraft" up her sleeve, too. She took second high series with her 519, which included a solid 180 game. Adam and Eve's Doris Holister isn't making any "bones" about holding third with a good 505 series. Nice going!

There must be "ghouls" lurking behind the alleys because the men were held to having only two 600 series this week. Kenny Rogers of the Adam and Eve League had the "magic broom" and swept the alley with week's high of 627, which included a 224 and 211. Ken Bainbridge of the GE Office League let the "black cat" out of the bag just in time to squeak a 600 right on the button. His scores consisted of 254, 175 and 171. Ken's "chilling" 254 gave him high game of the week for the men bowlers.

The Wednesday Owl League "hooted" for their Jerry Shatzer when he "bagged" second high game of the week with his 242. Gary Ghaster of the Hermetic League had a "ghostly" 237 for week's third high. "Creeping" close behind were Maurice Haines, 234, Wednesday Owl; John Hayes, 233, Small Motor; and Charles Cochren, 231, Sunday Sandbaggers.

Through the "cyrstal ball" we see other high games this week: 227 - Milt Marks, GE Office; 223 - Dave Locker and Bob Younghaus, GE Office; Jim Witzigreuter, Small Motor; and Harold Baker, Taylor Street Friday Nite; 221 — Red Dillion, Taylor Street Friday Nite; 216 — Cal Hapner, Small Motor; Dave Collins, Masonic; and Harold Baker, GE Office; 214 - Norm Gerardot, Small Motor; 212 — Gene Edwards, Wednesday Owl; Jim Weiks, Small Motor; Joe Kramer, Adam and Eve; and Bud Snyder, Taylor Street Friday Nite; 211 - John Turner, Hermetic; and Lloyd Surface, Sunday Sand-

But the impressive bowling didn't end there. More high scores were: 208 — Fred Stearley and Max Jenkins; 207 — Fuzz Christenson and John Rizzo; 206 - Murray DeArmond; 205 - Courtland Anderberg and Jerry Becker; 204 - Max Jenkins, Duane Miller, and Dave Uncapher; 203 — Warren Wickliffe, Bill Maxton, Dave Knepple, Dick Parker and Courtland Anderberg; 202 - Red Dillion, Rick Kroemer, Henry Weber, Frank Stoffer, Bob Shatzer and Max Walton; 201 — Ralph Hill and Milt Marks; and 200 — Hank Vance.

The Sunday Sandbaggers had quite a duel between Jean Mc-Daniels and Pat Volkert; they both gave a good performance with scores of 182. The most unusual split goes to Kitty Sedlikowski when she was really rolling a "pumpkin" and converted the 6-7-10.

It seems that Junior League secretary Kelvin Murphy had the "trick" to "treat" his friends when he bowled an outstanding 202 game! Once again, Bob Sickafus reminds parents of boys and girls (who will be 12 years old by Jan. 1) that these youngsters are eligible to bowl in our Saturday Junior League. We'd very much like to have them aboard. Give us a call at the GE Club, Ext. 2042.

TV, 10", B&W, transistorized, good cond., \$40. 747-0885.
FUEL oil furnace, 125,000 BTU, \$75.

432-4442.

'62 FORD van, rebuilt, 6 cyl., new tires, brakes. 489-3426 aft. 5.
GRASS clippers, long-handle, batt. operated, \$10. 744-3807.
RADIAL arm saw, 9", w-table, Craftsman, \$140. 745-9446.
PEGASUS 10-spd., fair cond., 251/2" frame, 27" whis. 485-1707.

'72 TRI-HULL, 65 h.p. Johnson w-conv. top, side, curt. 426-5161.
DRYER, GE, elec., white, good cond. 743-1646.

'73 HONDA 750, K-3, w-sissy bar, fairing, lug. rack, 4400 mi. 639-3335.

FIREPLACE heater, fan, logs, new, blk., attractive. 748-8056.

DISHES, Queen Brocade, from People's Bank. 672-2434 Rnk. READER'S DIGEST, complete, do-

GEN Form A 2

YOUR bagged leaves for my garden, S.E. FW area. 749-2323. WHEEL, 15", for '72 Ford LTD. 449-

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KITTENS, 4-mo. old, good mousers,

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| ☐ For Re☐ Free | ent * |   |   |    |     | DG.<br>BE P |   |      |     |   | _ost<br>=our |     |  |
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Friday. Submit only one per issue, using one letter or number per box on form; don't include spaces. Print phone number only on line indicated. Property advertised must be available without regard to race, creed,

| Name         |   | Bldg                      |
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Fort Wayne, Ind. 46808 FORT WAYNE, IND. Permit No. 681 F.F. "A: IM 30204 J.S NA . 0.16 OFFICE A-SERIODISM. FIRE TERRARY

WITH TULLECTION

# Sixth pay hike in 30 months, effective Nov. 24, will benefit hourly, nonexempt-salaried employees

Pay rates will again be increased later this month when another cost-of-living raise goes into effect. Beginning Monday, Nov. 24, hourly rates will go up 12 cents and weekly nonexempt-salaried rates will advance \$4.80.

This will be the sixth increase in Fort Wayne GE pay rates within 30 months and the second in 1975. These six raises total 88 cents an hour or \$35.20 a week, and can amount to more than \$1,800 in additional annual income. At the same time there has been an escalation of the other part of GE's compensation package because the value of many employee benefits plans is tied to earnings.

Two Per Year

This string of six pay increases started off with a 25-cent raise on May 28, 1973. Next came five cents on Nov. 26, 1973. Then came 16 cents on May 27, 1974; 14 cents on Nov. 25, 1974; and 16 cents on May 26 of this year. The equivalent weekly increases for nonexempt-salaried employees are figured by multiplying each

Pay rates will again be in- of these hourly gains by 40 hours.

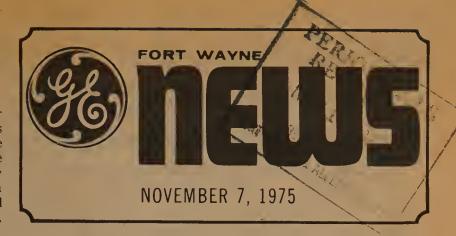
For union-represented employees these pay increases are part of the 37-month contracts negotiated in the Spring of 1973 by the company and the unions. At that time the company announced that similar increases would be given to nonexempt-salaried employees not represented by unions.

The higher rates resulting from this month's cost-of-living increase will first be noticed in the paychecks to be passed out on Nov. 26 for nonexempt-salaried employees and on Dec. 10 for hourly employees.

**Exempt Employees** 

Exempt-salaried employees will not receive the Nov. 24 increase. Their salaries are adjusted individually and periodically to take into account such factors as job performance, amount of time since their last pay raise, pay changes for other GE employees, effect of inflation, and salaries for similar work in the marketplace from which GE recruits exempt people.

Most professional and other exempt employees in our plants already have or will receive salary increases this year. These increases will compare favorably to the pay boosts being given on a fixed schedule to hourly and nonexempt-salaried employees.



### Despite market drops

# SMD Taylor Street pulled through without loss of customers or share

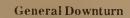
What happened to our business?

How did this affect Taylor Street?

How did we react?
What next?

These are the questions which John Lary, plant superintendent for the Specialty Motor Dept. at Taylor Street, answered during informative meetings with hourly employees last week.

Lary explained that market indicators last year set the general theme for the department's 1975 outlook — "a year of uncertainty." By mid-1974, it was evident that customers' over-building of products and high inventories of components, as well as other negative factors influencing the business, would mean declining order rates for SMD in the 12 to 18 months that followed. The Taylor Street plant's three basic markets central heating and air conditioning, room air conditioners, and replacement sales — were all affected.



Furnaces and central air conditioning units were overstocked early in 1974, and sales rates began sliding in the second quarter of that year.

Manufacturers of room air conditioners were also plagued by a large oversupply built last year. In addition, problems of cool weather and consumers' concern over energy costs further dampened sales.

The industry-wide necessity to make more cash available by reducing inventories caused SMD's aftermarket, or replacement sales, to drop steadily in the last six months of 1974.

Pulling Through

Despite the downturn across the board, "Specialty Motor at Taylor Street didn't lose customers and didn't lose market share," Lary pointed out.

He attributed these accomplishments to employees' ability to react quickly to fast customer orders, and SMD's technological leadership in introducing new, high-efficiency product designs such as the popular Energy \$aver motor. Creative marketing programs like "SnowBird" and "Blackjack 21" have also helped stimulate distributor sales in the department's aftermarket.

Studying the Basics

Also in the meeting, Lary reviewed a series of line graphs which depicted SMD Taylor Street's performance in terms of quality, promises-kept, ab-





senteeism and productivity for the first three quarters of 1975. Of these, one chart stood out as a prime example of how to keep customers satisfied.

The promises-kept graph showed a horizontal line connecting nine dots which represented the months January through September. Each dot was charted at 100 percent! "You can't have a better record than this," Lary told employees. "This is an absolutely outstanding effort on your part, and if effort like this is the key, we can expect more business in 1976."

Coming Up?

Looking at major barometers for the future, the Taylor Street plant superintendent noted that housing starts had dropped from a 2.5 million peak rate in 1973 to a low of slightly under 1.0 million units in the fourth quarter of 1974 and the first quarter of 1975. This market has seen a gradual recovery in the secondand third quarters of this year, which will continue to an estimated 1.55 million units in 1976, according to leading U.S. business forecasters.

The impact of changes in the housing market usually affects SMD sales six months later, at the time of housing completions, Lary said. "The upturn in housing starts isn't really much of an improvement," he noted, "and it's a long way from the good old days of 1973. But it's sure a lot better than it was a year ago."

Durable goods (less autos), another market indicator for SMD, held fairly constant in 1973 through the first half of 1974, Lary explained, and pointed to a "slow recovery" in the third and fourth quarters of this year. As consumers buy more, additional acceleration of this market is predicted in the second quarter of 1976

Long Range: Modest Growth

"The business environment has been altered, but the opportunities remain," Lary told men and women in the meeting. The department expects new markets to emerge as energy conservation demands become more intense and greater consolidation of operations occurs at

Please Turn to Page 2



FOLLOWING A REVIEW of business and work performance at SMD Taylor Street, plant superintendent John Lary and several hourly employees at the meeting took a closer look at charts on quality, absenteeism, promises-kept and productivity. Promises-kept records have been 100% each month in 1975! From left are Linberg Bryant, Mary Dull, Lary, Marge Dearmond, Don Borne, Gladys Norment and Hene Case.









(See Page 3)

### **SMD** markets:

# Opportunities in future; gradual recovery now

Continued From Page 1

both customer and competitor plants.

Central heating and air conditioning, and aftermarket sales should increase, but "the room air conditioner market appears flat over the next five years," Lary said. "After a severe drop in 1975, SMD is looking ahead to modest sales growth between now and 1980," he added.

**Words of Thanks** 

Lary closed the meeting by extending management's thanks to SMD Taylor Street people for their contributions to the success of the department's "XL in '75"

program and the recent areawide Employees Community Services Fund (ECSF) cam-

Of all the plants in the Specialty Motor Dept., Taylor Street was the only one to receive an "XL" award every month. Specialty Motor also received an award this year as the local component which attained the highest amount of pledges to ECSF as a percentage of its payroll. Taylor Street employees' 21 percent increase in ECSF contributions from the beginning of the drive to its recent conclusion was a significant factor in helping the department earn the award.





### Four cost-cutting ideas total more than \$900

HAROLD DEVALL earned \$111 in the HAROLD DEVALL earned \$11] in the GE Suggestion Plan at the Taylor Street plant of the General Purpose Motor Dept. for his idea to make electrical modifications on a manufacturing process there. The leading operator's suggestions boosted efficiency by increasing electrical capacities and speeding tests on overload motors

EUGENE LaVINE, a bench machinist in General Purpose Motor's Taylor Street plant, suggested purchasing only "necessary parts" for a particular piece of equipment there and making better use of "other parts" which have been salvaged and can be worked on in the section 14 toolroom. Reducing costs earned a \$112 suggestion award.

also cuts down on investment ex-penditures in the Specialty Trans-former Business Dept. A suggestion to install safety latches on hoist load hooks added to overall plant safety, reduced the need to buy new hooks, and earned \$235 for the crane-elevator repairman.

BOB GABLE found that inventive

EUGENE GRABLE received a big \$450 award for his idea to add a bracket to certain machines, allowing operators to adjust height settings to the material on which they work. As a result of the bench machinist's suggestion, valuable down time was reduced on production in the General Purpose Motor Dept. at Taylor Street.



BOB GABLE

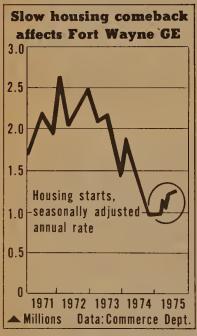


EUGENE GRABLE

# **NEWS NOTES**

### Housing up a bit, but building level still low

Residential and commercial construction represent future sales opportunities for GE departments in Fort Wayne which build transformer products and a variety of motors used in heating and air conditioning applications. But according to a recent issue of Business Week magazine, those markets are still struggling to pull out of their earlier inflation-recession difficulties.



"Except for a very modest upturn in single-family houses from a horrendously low base the real estate market is deeply depressed," Business Week reports. According to the magazine, apartment starts in 1975 will be at their lowest level in 15 years, and as many as 200,000 condominiums remain unsold. In addition, millions of square feet of prime office space "are going begging" in major cities, and "half-finished or half-empty shopping centers, hotels and housing developments dot the country."

Why the slow comeback? "Both lenders' and buyers' perceptions of inflation are very strong," says Robert J. Mylot, president of Detroit's Advance Mortgage Corp., a subsidiary of

Citicorp. He explains that consumers are hesitant to part with money for big purchases such as housing, and that despite gains in deposits, lenders have avoided long-term mortgages because of concern over inflation and disenchantment over real estate conditions.

### Scholarships offered to employees' children General Electric employees' children are eligible to apply for two

college scholarships to East Coast schools.

The Richard H. Rice Memorial Scholarship Fund of the General Electric Company was set up in 1923 at Stevens Institute of Technology, Hoboken, N.J., to provide scholarship awards annually there with no limitation as to subject field. Children of GE employees are eligible for these awards, with preference being specified for the children of employees of the Lynn Works, Mass., owing to Rice's assocation with that GE location.

The Charles P. Steinmetz Scholarship Fund of GE was established at Union College, Schenectady, N.Y., in 1924. Again, these annual scholarships are not limited to subject field. Eligible for these awards are children of GE employees, and children of residents of Schenectady "if there should be no qualified applicant from any of the General Electric Company's works."

Candidates must apply directly to the schools for further information. Application deadline for both scholarships is Feb. 1.

### Plant, equipment costs up 32% since '72

The replacement of outmoded facilities with the most efficient plants and equipment today would amount to a \$196.90 billion bill for business, according to a report by the McGraw-Hill Publication Company's Department of Economics.

The gigantic figure represents a 32 percent increase over the \$149.1 billion it would have cost at the close of 1972.

### Science Fiction come true?

### Here comes the thing that gobbles up oil spills

A huge oil tanker bound for the port of New York from the Middle East heaves and rolls in the moonlit seas two miles off the New Jersey coast. The water around the ship is coal black, darkened not only by the night, but by an expanding oil spill.

Suddenly, a plane appears and, guided by lights from the tanker, swoops low over the foaming waves and sprays a strange substance on the oil slick.

Immediately, something very unusual happens. The oil slick is being eaten!

A scene from a new science fiction movie? No, but oil spills that get eaten by "supermicrobes" might be happening sometime soon thanks to GE research.

Working at the General Research Electric Development Center, Dr. Ananda M. Chakrabarty has created a man-made organism designed to attack oil spills on waterways, digesting the petroleum and converting it into a form that can be eaten by marine life.

This super-microbe — still in the laboratory stage — combines the genetic makeup of four different strains of bacteria that

occur in nature and that feed upon hydrocarbons, the main parts of petroleum. It can digest crude oil at a rate several times faster than any other known organism.

Extensive field tests still must be performed before the new oildigesting strain of bacteria can be employed against actual oil spills. Such tests are necessary to assure that the microbe is ecologically acceptable.

Getting It Together

In recent years, oil spills onrivers, lakes and the high seas have become a major international concern. Several strains of bacteria are known to digest petroleum, and scientists have attempted to isolate the most effective of them as a defense against such spills.

That approach was limited because petroleum is a mixture of many different types of hydrocarbons, and any strain of oil-digesting bacteria can digest only a few of them.

This problem was solved by the GE\* discovery which involves taking several different strains of naturally occurring bacteria, each able to "eat" only one of the several major chemical complexes that make up petroleum,

and combining their individual oil-digesting abilities into one

In laboratory tests the new super-strain has digested crude oil at a faster rate than any individual strains.

**Putting It To Work** 

GE has contacted the Coast Guard's oil spill response section to gauge interest in the supermicrobe. Even if the goal of "eating" up oil spills doesn't prove feasible, there are other uses for man-made organisms.

"This microbe promises to be only the first in a growing family of useful man-made organisms that could be created by Dr. Chakrabarty's genetic engineering process," according to Dr. Arthur M. Bueche, GE vice president for research and development.

"Other microorganisms theoretically could be tailormade to convert petroleum into protein for animal feed and perhaps even food for human beings, to enhance the flow of petroleum in aging oil fields, and to concentrate gold, uranium, platinum, and other valuable metals from various ores," Dr. Bueche points out.



Vol. 57 No. 38

who hole make the world's most dependable compenents

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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer



RICHARD L. SHORT, Jr., R.R. 1, Ossian, Ind., died Sept. 13. He was an employee at General Purpose Motor, Taylor Street.

CLARENCE A. STIER, 2431 S. Barr St., Fort Wayne, died Sept. 17. He retired in 1955 from General Purpose Motor Dept.

LEONARD F. DEAL, 715 W. Third St., Fort Wayne, died Sept. 20. He retired in 1967 from Specialty Motor Dept.



**STORE HOURS:** 

Thursday, Nov. 20 Friday, Nov. 21 11 a.m. to 8:30 p.m.



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Rear-mounted carry strap. • Front-

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**Portable 8-Track Tape Player** designed for today's big sound

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- Automatic or manual program sequencing
- Program indicator lights
- Stereo tape head with monaural amplifier
- Three-way Power: Operates on 8 "D" size batteries (not incl.) or AC with built-in line cord, or optional Car/Boat Adapter
- Automatic AC/DC switching
- Mike input jack for accessory sing-along or PA mike

Model

Heavy-duty triple purpose carry strap... adjustable for shoulder strap, hand carry length or removable



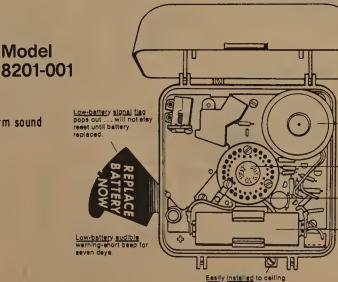
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Bring the entire

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YOUR STUB MUST BE DEPOSITED IN BOX AT THE EMPLOYEE STORE NOVEMBER 20th or 21st ONLY DRAWING AT 8:00 P.M. - YOU NEED NOT BE PRESENT TO WIN





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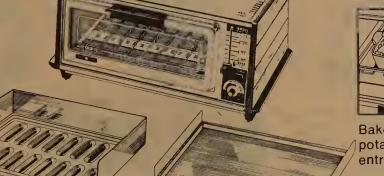
**\$25**<sup>89</sup>



toast 'n broil TOAST-R-OVEN™

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- Automatic oven for baking rolls, biscuits, potatoes, casseroles.
   Saves energy.
- Broils hamburgers, steak, hot dogs, chicken, séafood.
- Automatic 4 slice toaster toasts both sides at once, shuts off when toast is ready.
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Bakes casseroles, potatoes, biscuits, entrees.



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in 1

**® DELUXE**TOAST-R-OVEN™

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TOP BROWNS:

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# **BUFFET SKILLET**

- Highly polished, durable 12" stainless steel cooking surface.
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STAND MIXER
WITH DOUGH HOOKS Stand Mixer M55WHS/3555-201 Dough Hooks for mixing and kneading bread doughs Powerful 225 watt motor with Solid State Power Control and sturdy rugged construction for dependable Delivers the power to mix bread doughs and slift cookie batters ess steel mixing bowls. DOUGH HOOKS

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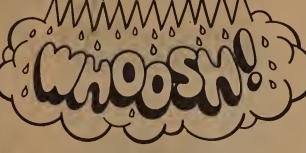




Helps prevent clogging and brown spotting
Steams Better Longer
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Compared to the same iron

using tap water without this feature, the SELF CLEANING Iron keeps the steam vents, steam chamber and water tank cleaner! Feature Packed

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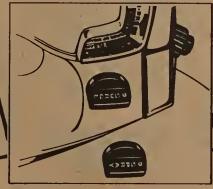
Self Cleaning, Spray, Surge of Steam, Steam and Dry Iron

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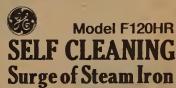
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GE's patented independent Self Cleaning system reduces rusty brown spotting, and

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Moisture Selector knob to select kind of moisture you prefer — Instant Spray or Surge of Steam — for the fabric you're ironing.



Moisture Selector to select kind of moisture you prefer - Instant Spray or Surge of Steam



GE's Separate SELF CLEANING
 System helps prevent clogging
 and brown spotting, steams better
 longer and uses most tap water.
 Cleans over the sink, not onto
 your clothes.

 Plus Surge of Steam — extra
 deep clown steam for deep clown

deep-down steam for deep-down wrinkles. Use white steam or dry ironing.



Steam & Dry Iron

SELF CLEANING Iron eps the steam vents











# SPECIAL PRICES

THE UNIVERSAL PRODUCTS FOR NOVEMBER & DECEMBER

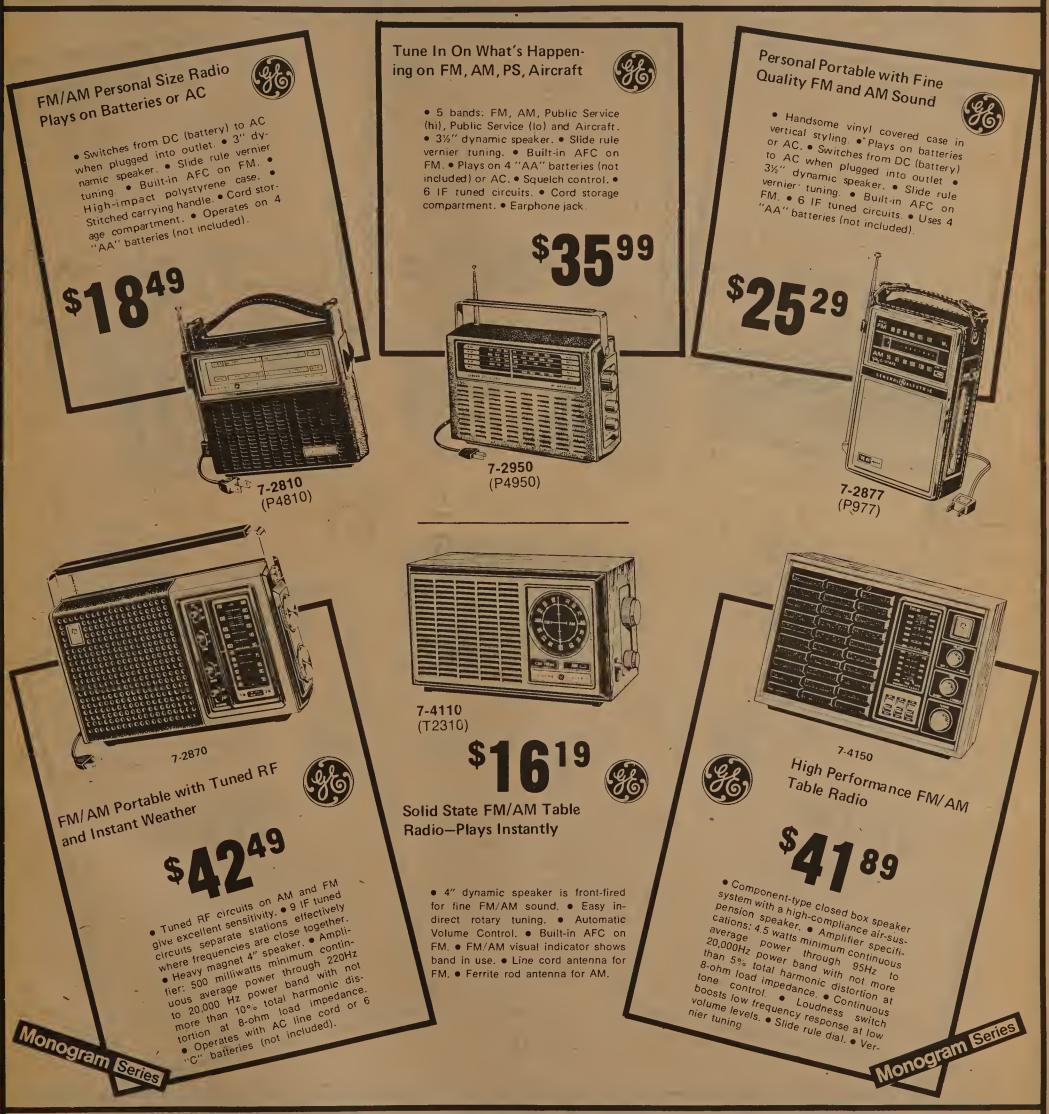


'75 FAMILY FESTIVAL
THURSDAY, NOVEMBER 20 - FRIDAY, NOVEMBER 21

BE SURE TO CHECK THE

# CHRISTMAS "CASH BACK" - SPECIAL COUPON

WE HAVE 12 PRODUCTS WHICH WILL SAVE YOU UP TO \$5.00 CASH BACK AFTER PURCHASE



# **BALLOONS - REFRESHMENTS - GIFTS**

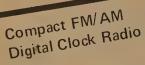
YOUR STUB MUST BE DEPOSITED IN THE BOX AT THE EMPLOYEE STORE NOVEMBER 20th or 21st ONLY DRAWING AT 8:00 P.M. — YOU NEED NOT BE PRESENT TO WIN



# SUPER VALUES

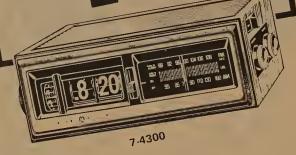
on feature-packed

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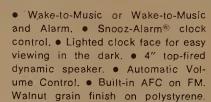




tion. Built-in AFC reduces FM drift automatically. • 24-hour wake-up system. • Electronic tone alarm with adjustable volume. • Automatic volume control reduces changes in volume as stations are tuned.



### Flair FM/AM Clock Radio with Snooz-Alarm® **Clock Control**



• Compact flair design cabinet. Walnut grain finish on polystyrene.

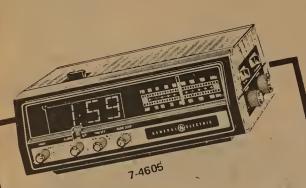


# Wake Up to Music on FM or AM to Start the Day Right

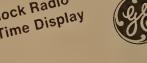
 ■ Wake-to-Music. ■ Big, easy-to-read clock face. • Slide rule radio dial with FM-AM band indicator. 

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• 1 watt RMS audio output. • 4" heavy magnet speaker. 

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7-4380

# Great gifts.//



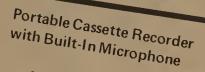
Cassette Recorder with Built-in Microphone

Built-in condenser mike, automatic tape shut-off, 3-way power capability, easy operation, complete portability...and more!

Built-in condenser microphone.
 Remote microphone capability.
 Volume control with visual reference marking (0 thru 10).
 Automatic endof-tape shut-off.
 Slide-a-matic T-bar control for play/record, fast forward, rewind.
 Separate record/lock button.
 Automatic level control (ALC).
 3-way power capability.

\$2299





Built-in condenser microphone.
 Automatic end-of-tape shut-off in and erase.
 Tone and volume constrols.
 Cassette eject.
 Anti-skid case that also stores accessories.
 Automatic level control (ALC).

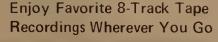
\$**39**59

M8433



**3-5000** (M8405)





- Detachable 4" dynamic speakers.
  Automatic or manual sequencing.
- Program indicator lights.
   Tone, balance, volume controls.
   Tone control for treble/bass.
   Uses batteries (not included), AC or auto/boat adapter (included).
   Recessed handle locks unit together for easy portability.
   Storage area for AC power and speaker cords.

\$**52**<sup>99</sup>



4.00

Miniature Cassette Recorder

with Built-In Microphone

with Built-In Microphone

Pushbuttons for play/stop-pause,
record, fast forward, rewind. • Rotary
record, fast forward, rewind. • Built-in condenser
record, fast forward, rewind. • Condenser
record, fast forward, rewind. • David Feeder
with Built-In Microphone
record, expenses
recorder

Pushbuttons for play/stop-pause,
record, fast forward, rewind. • Rotary
record, fast forward, rewind. •

"CASH BACK" COUPONS

M8710

TAPE RECORDERS Models 3-5100 Amount \$2.00 3-5140 3.00 3-5311 2.00 3-5520 3.00

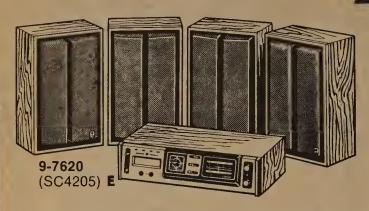
3-5530

# Home entertainment at its best...\_



GE Audio Systems and Components

A GREAT CIFT



FM/AM/FM Stereo/Matrix, 4-Channel Receiver with Stereo/4-Channel 8-Track Cartridge Tape Player

Special Purchase Class 'E'

\$104<sup>99</sup>

Great stereo sound plus 4-channel excitement with discrete tapes, SQ 4-channel broadcasts, or synthesized 4-channel from any stereo source. Includes 4 quality Air Suspension speakers.

• Exceptional FM/AM/FM Stereo or SQ 4-channel broadcast reception
• Matrix decoder for SQ encoded material and synthesizes 2-channel input for 4-channel effect ● 8-Track player for stereo and discrete 4-channel cartridges ● "Joystick" Quadra-balance control ● Four air suspension speakers, each with high compliance 8" woofer and 3" tweeter ● Jacks include output and input for accessory stereo, 4-channel phono and tape recording ● Simulated wood





9-7405 (SC3300) **E** 

FM Stereo Receiver, 8-Track Cartridge r/Player, Automatic Record Changer and Speaker System

Special Purchase Class 'E'

\$135<sup>99</sup>

Press a button to make fine 8-Track recordings to listen to later. Put on a stack of records. Or switch over to FM/AM radio. A set of matched speakers complete this fine package.

Automatic record level control (ALC) for quality recordings with ease
 Fast forward, pause and program auto stop features ● Three-speed record changer with adjustable counterweighted pick-up arm and truncated diamond stylus ● Two 17 x 11" speaker enclosures, each with high sensitivity 6½" dual cone speaker ● Equipped for optional "Quadra-Fi" 4-speaker (ambience) system ● Stereo dynamic microphones ● 90 minute blank tape included ● Simulated wood



9-7320 (SC2310) E Special Purchase
Class 'E'

\$132<sup>49</sup>

### FM/AM/FM Stereo Receiver, 8-Track Cartridge Tape Recorder/Player and Matched Speaker System

A high performance stereo receiver with full feature 8-Track recording and quality air suspension speakers.

● High performance AM/FM/FM Stereo Tuner with flywheel tuning ● Records 8-Track stereo from broadcasts, accessory phono or tape, or "live" with mikes (included) ● Dual lighted VU meters and slide record level controls ● Pause, fast forward, auto eject and program auto stop features ● Two 21" air suspension speakers with 8" woofer, two 3" tweeters ● Full jack complement including accessory tape, phono 4-channel decoder/synthesizer, "Quadra-F(" 4 speaker (ambierte) system, stereophone and AC outlet ● 90 minute blank tape and patch cords included ● Simulated wood

# \*The Easy Clean Comfort Machines.

The "Moisturizers"

\$60<sup>25</sup>



- 10.9 gallons output per day, at 75° F. and 30% R.H.
- \*protect your furniture and musical instruments
- automatic humidity sensor and variable fan speed
- automatic off, when empty
- \*dry air can cause discomfort, damage to drapes and furniture and those annoying "static electric shocks".
- \*even plants benefit from adequate humidity

Why dry out this winter?

\$7725



- top of GE's Easy Clean line
- high output over 12 gallons per day at 75° F. and 30% R.H.
- variable fan speed control
- refill indicator light
- beautiful classical styling in simulated walnut
- \*plastic tank and filter remove in an instant for easy cleaning

### Competitive challenge

# Changing business environment calls for realignment in STBD

Business Dept. last Friday announced organizational changes affecting its manufacturing, marketing and finance functions. The realignments will balance work areas to improve the department's "response to the business environment and competitive challenges," according to STBD general manager Don Meyers.

Under the new structure:

• Three customer interface organizations have been integrated into a manufacturing materials unit called production and distribution service. Mike Powell has been named manager, and has responsibilities for order service, customer service, master scheduling and warehousing.

 A new marketing subsection called product planning and marketing support will combine STBD's order service, customer service and scheduling organizations. Included in the subsection are responsibilities for transformer product planning, competitive analysis, market trend and forecast analysis, and

The Specialty Transformer transformers and direct order operations product service. Harry Fisher has been appointed manager.

> • Several finance components have been reorganized. Accounting operations, with responsibilities for general and tax accounting, cost analysis, inventory accounting, cost projects and systems, and programming will be managed by Allan Rowe. Information processing will continue to be managed by Jim Pritchard. An internal auditor position, assigned to Phil Welti, has been



### Looking for the best price, service, value

TO FIND THE BEST VALUES offered by GE suppliers, representatives of the Midwest Purchasing Council met here recently. Studying GE-vendor requirements are, foreground from left, Ross Sonday, Appliance Components Business Division manager of purchasing, who chaired the meeting; Bob Garramone, Morrison, III.; Harry Chabanian, Milwaukee; Duane Leeka and Dick Wells, Fort Wayne; and standing from left, Dave Floyd, Holland, Mich.; Paul Hommel, Cleveland; George White, DeKalb, III.; and Bob Nerad, Fort Wayne.

### Get insurance claims in soon — but watch the wording; where there's life, there's humor

GE insurance claims should be turned in early to avoid the usual year-end rush. Frantically filling in claims at the last minute can lead to mistakes. It can also lead to a few chuckles, like these claims reported by the Health Insurance Institute.

New mothers sometimes provide the smiles:

• "In answer to your letter, I have given birth to a boy weighing 10 pounds. I hope this is satisfactory." • "I have given birth to twins in the enclosed envelope." • "You have changed my little boy to a girl. Will this make a difference?"

Some claims give an intriguing glimpse into a situation:

• "I have no children as yet as my husband is a bus driver and

works night and day." • "Policyowner was attending a safety award meeting and was struck by an award — a desk clock — and chipped a front tooth."

Some claims raise eyebrows:

• "I was simply driving down the street and there was this tree in the middle of the road." • "A pedestrian hit me and went under my car." • "Patient is reasonably comfortable as long as he is not required to do any work of any kind."

Then there was a doctor who put it precisely:

• "Patient hit by truck. No neurologic function. No respiration. No cardiac action. Condition incompatible with life."

### SMD offers Halloween reminder to 'Haunt the Competition'



With the lights on, the "haunted house" wasn't really too frightening . . .



But in the dark, there were some pretty startling moments ..



'haunted house'' visit, faces tell the whole story









# Alley Chat **Connie Houser**

Now that the ghosts and goblins are tucked away for another vear, who would think there would be any magic left in the air? Well there must be, because the women had a grand total of five who bowled over 500! And to top that off, Virginia Fletchall of the Friday Morning Ladies rolled a new season high of 563, including a 200 game. Virginia took the new record by one pin! Second high went to Pat Volkert of the Saturday Alley Kats; she had a 556 series. Pat's games were 214, 184 and 158. Pete & Tillie's Pam Shimer held third with a 526 series, which included a good 198 game. The Jack & Jill League is proud of its Shirley Bohner and Nadene Werling. Shirley's performance gave her a 519, and Nadene tipped the pins for a nice 505. Linda Rubrake of the Sunday Nite Mixers gets her name in the headlines, too. She bowled a solid 198 game. Wow! What a great week of bowling for the women!

Where was the magic for the men this week? Maybe they feel a little haunted due to the fact that Walt Free of the Jack & Jill League was the only man to hit a 600. Walt was able to hold this position with his 603 series, thanks to his fine 222 game. Nice work, Walt!

The Apparatus League had all the luck when Dave Eastes rolled a 240 for high game of the week. It almost looks like a jinx for second and third place high game. It's hard to believe, but they both ended in a tie! Second goes to Glen Seabold of the GE Office League and Frank Hernandez of the Masonic League. Glen and Frank smashed the alleys with 232s. Third was shared by Roger Phelps of the Brethren Mixed League and Dave Myers of the Pete & Tillie League; they both had sound 230 scores. Regardless of the ties, let's give them all a hand for their super performances!

High games go to: Bob Younghaus, GE Office, 227 (by the way, GE Office leads the week with 10 scores of 200 or more. Apparatus is mentioned several times, but its scores cover a two-week period); Ed Bienz, Apparatus, 223; Bob Schultz and Bud Snyder, GE Office; and Bill Wright, Taylor St. Friday Nite, 222s; Henry Helberg, GE Office; and Rolland Carreau, Hermetic, 219s; B. Bellis, J. Morris and D. Greenler, Apparatus, 216s; Les Hahn, GE Office; and Dick Gick, Apparatus, 215s; Doyle Sheets, Apparatus, 213-205; Ron Fisher and Ray Junk, Apparatus, 213s; Paul Long, Taylor St. Friday Nite, 212-207; Harold Baker, Taylor St. Friday Nite; and Art Dickmeyer, Emmaus Mixed, 212s; Maurice Haines, Sunday Sandbaggers, 211.

Other highs: Harold Baker, Ken Bainbridge, and P. Boederker, 209s; D. Hoffman, Gil (What's In It For Me) Baker and Dave (Sandbagger) Uncapher, 208s; Doc Chapman, T. Bradtmueller, Jay Bowersock, Maurice Haines, Dave York and Dave Baeske, 206s; Terry Grabner and Roger Phelps, 204s; Ken Bainbridge, Denny Mertz, Cal Tonak and Charles Stubbs, 203s; Henry Weber, R. Winkler, Walt Nielsen, Gerry Koehl, Wilson Lambert and Bill Copeland, 202s; Dave Werling and L. Schnepp, 201s; Ted Winchester and Fred Stearley, 200s.

Once again, Junior League chairman Bob Sickafus is jumping for joy. One of his bowlers — Kevin Senter — scored a big 207!

This week Mike Manner, Masonic League, wins the credit for converting the most unusual split. He got a 4-7-10. What a hit!

### Teams, players sought for men's volleyball

The GE Men's Volleyball League has openings for interested teams and players. Employees can call Connie Houser at the GE Club, Ext. 2042, to sign up. The club meets every Wednesday evening.



### **SMD** earns ECSF trophy

ACHIEVING THE HIGHEST percent of pledges to annual payroll among local GE components in the recent ECSF campaign earned a "traveling trophy" for the Specialty Motor Dept. Employees attained a .34% in that category and showed an annual rate increase in pledges of 11.8% from the beginning to the end of the drive. On hand to present the trophy to SMD general manager Dave Gifford, seated, are standing from left, Jerry Riano, SMD communicator and training representative; SMD plant chairpersons Harry Waggoner, Ginny Burkett and Jerry Pieper, and SMD steering committee chairman Dwight Girod.

# Three ready to begin November retirement and enjoy leisure life

WARM UP TO VALUE!

EMPLOYEE STORE

Fall Family Festival begins in two weeks!

EMERY McDANIEL retired Nov. 1 as a maintenance machinist from the Appliance Components Support Operation at Taylor Street. After 34 years with GE, he plans now to tackle some long-awaited projects.

CARL METKER, unit manager and general foreman in Specialty Motor Dept.'s Bldg. 12, retired Nov. 1. He marked his 40-year GE anniversary last July. Initial plans include a trip to California.

SHAVERS CHOICETM

<sup>3</sup>17.95

**HOT LATHER** 

SCD-3/5703-005

**DISPENSER** 

Dispenses over 30 leading brands of shave cream and gels, and your favorite

your most comfortable shave

Ranges on dial are marked for creams and gels

Indicator light goes out when proper temperature is reached

- Heating system automatically shuts off

after shave lotion, too

Control dial lets you select temperature for







Metker

catch up on fishing."

THURMAN SHERRILL retired as an oven operator in the General Purpose Motor Dept. at Winter Street on Nov. 1. After 28 years of GE Service, he says it's time now to "take it easy and catch up on fishing."

The men and women listed below retired during the third quarter of 1975 and have chosen not to have their pictures appear in the GE News. Following their names are the General Electric locations from which they retired and their service dates with the company.

LILLIAN CROSLEY, Specialty

• Inflatable—conforms naturally to

· Push button lighted control panel

Styled in gold color, washable

the body

outer cover

<sup>3</sup>8.89

FOR SALE

FOR SALE

CARPET, approx. 120 sq. yds., It. gold wool. 432-9819.

SNOW tires & rims, 3 sets. 749-9902. '69 MOB. home, 12x60, Globemaster, sktg., shed. 432-6452.

ANTIQUE round dining room table, 54" diam. 456-6767.

ICE skates, grl. sz. 2, mens sz. 8. Crash helmet, sz. M. 422-6806. '72 MONTEGO, AC, PS, willing trade for VW. 485-7852.

COAT & hat, girl's, reversible, sz. 3-4, \$12. 743-8673.

EXERCISE bike, Nadco deluxe, new from Tepe's, \$45. 456-1795.

CROCHETED capes & afghans, nice gifts. 485-1776.

FIREWOOD, \$15-rank & \$5 delivered. 1-723-5460 S. Whitley.

SNOW thrower, 3 h.p., Craftsman, \$150. Bicycle exer., \$7. 637-6956.

ORGAN, Hammond, series H., ex. cond., \$3,000. 745-7944.

RUPP 3 wheeler, 5 h.p., ex. cond., 1 yr. old, \$350. 489-9486. '64 TEMPEST motor & trans., 6 cyl., \$215. 747-4682:

SOFA & chair, good cond., \$75. 244-3233 Col. City aft. 5:30. '72 FLAMINGO 12 x 60 mobile home, furnished. 482-2443.

REFRIGERATORS (2), good for cottage or garage, \$15 ea. 456-9566.

SHADES, roll-up, basswood, 3', 5', 7',

SHADES, roll-up, basswood, 3', 5', 7', 6', 10'. 625-3260.

SHADES, roll-up, basswood, 3', 5', 7', 6', 10'. 625-3260.

REMINGTON pump 300 savage w-scope & case, \$120. 488-2059 Hamilton.

CAPES, hand-crocheted, \$18 ea. 723-5438 S. Whitley.

'75 Chevy truck camper, sleeps 4, ex. cond., \$1800. 824-2970.

BAZAAR, Waynedale Meth. Church, Nov. 7, 10-7.

'69 FORD Fairlane, \$800. '73 Honda CB 750, extras, \$1450. 483-0276.

'73 DODGE camper, fiberglass top, extras. 432-1255.

'69 HONDA TC 90, ex. cond., \$150. 672-2736 Rnk.

CLOSET doors, sliding, \$15. 749-0298.
BABY swing, Swingomatic, \$9. Red caboose toy box, \$10. 743-1064.

PONY saddle & bridle, \$35. 627-2092 Grabill.

'73 GRAN TORINO wagon, low mileage, air & power. 693-2426 C'busco.

RANGE, GE, 40'', deluxe, white.

C'busco.

RANGE, GE, 40", deluxe, white, good cond., \$50. 639-6129.

'72 HONDA CB 350, 8233 miles, good cond. 483-5048.

GARAGE sale, 2032 Frary Avenue,

Nov. 8, 9-5. AQUARIUM, 10 gal., comp. Rabbits,

flemish. 447-2867. FLUTE, used 1 yr., Gemeinhardf. 639-3079 Hglnd.

'65 CORVAIR, needs tuneup & reverse, \*\$50. 749-9454.

RAINCOAT, Misty Harbor, sz. 14, fur collar. 432-1996.
'59 CHEV. BelAir, 4-dr., as is, make offer. 745-7048.

SUPER 8 cartridge movie projector, \$25. 744-1815.

DECOYS, 1 doz., O-S, mallard, \$24. 244-3233 Col. City.
'74 VEGA GT, automatic, 7,000 miles, \$2450. 724-4459 Decatur.

BOAT, Starcraft, 35 h.p. Johnson, trlr., \$485. 484-7977.
'64 FORD Fairlane. 432-2962 aft. 5.
TABLE, drop leaf, white, formica, gold trim, nice, \$15. 489-5408.

DRAPES, 2 pr., \$10. Bedspread, 2 full size, \$10 ea. 485-7143.

CLOTHES, children's, excellent, 447-9696.

TELEVISION set. B&W. \$20. 745.

TELEVISION set, B&W, \$20. 745-

I/30.
LUGGAGE, 3-pc., Samsonite, man's & woman's. 244-6498 Col. City.
MACHINIST tools & box. 426-5003.
ORGAN, Hammond, w-harmonizer & earphones, \$800. 747-5461.
HOCKEY game & other games. 425-6421

PORCH post, ornamental, 71/2', \$10. 456-8170.

456.8170.

DRESSER, old, needs refinished, \$10.627.2429 Grbl.

SNOWS (2) F78-14 on Ply. rims. 2 13x4
J. Ply. rims. 745-1817.

'69 PONTIAC, new tires, good gas mileage, good cond. 638-4884 Rnk.

BASKETBALL hoop & backboard, roof-mtd., \$10.747-0885.

HOUSE doors (3) & twin washtubs & bench. 743-3923.
WIG, It. brown, like new, \$5, 744-9479.
SHOTGUN, Sears model 200 deluxe, 20 ga., pump, \$125 firm. 623-3206. aff. 6.

MACHINIST tools, Kennedy tool box. 429-5101.

ROBERT BANGERT, Specialty

ROBERT BANGERT, Specialty
Motor Dept., 1931.
ISABELLE BLACKBURN,
General Purpose Motor Dept., 1943.
MARTHA BRENNER, General
Purpose Motor Dept., 1936.
DORCAS COLBERT, Specialty
Transformer Business Dept., 1939.
VINCENT COOK, Specialty Motor
Dept., 1940.
ILLIAN CROSLEY Specialty

Motor Dept., 1946.
GARNET CURIE, Specialty
Transformer Business Dept., 1943.
DWIGHT DAFFORN, Specialty
Transformer Business Dept., 1929.
VIRGINIA FREE, Specialty Motor

Dept., 1943.
GEORGE GELZLEICHTER,
General Purpose Motor Dept., 1943.
DAISY HOOK, Technical Resources Operation, 1946.
HERMAN KERN, General Purpose

HERMAN KERN, General Purpose
Motor Dept., 1940.
JOHN MATTHEWS, General
Purpose Motor Dept., 1941.
DONALD MILLER, Hermetic
Motor Operation, 1947.
WALTER RIETDORF, Specialty
Transformer Business Dept., 1940.
JAMES SWIHART, Area Services
Operation, 1963.
GEORGE YAHN, Technical
Resources Operation, 1948.
WILMER ZEHR General Purpose
Motor Dept., 1954.

Camping Club meets

GE Camping Club members will wrap up their 1975 season with a carry-in dinner this Sunday, Nov. 9, at 1 p.m. The dinner meeting will be held in the home of Bill and Eva Smith, 219 E. Gump Rd., located north of Fort Wayne between state roads 3 and 327.

BIKE, CCM 10-spd., 26" girl's, used 6 times, \$90. 627-3290 Hntgtn.
TRAILER skirting. 592-7279 Decatur.
CAMPER, '71 Jaco, fold-down, sleeps 8, like new. 749-0338.
'71 OLDS Delta Royale, good cond., cheap. 456-2305.
CAMERA, Polaroid Lnd., mod. 350, flshgn., port. att., \$80. 485-3072.
'72 NOVA, 307 V-8, R.W. def., 18 MPG, Rallye. 483-0652.
STROLLER, hob. horse, baby swing, easel train. 483-4819.

WANTED

MATURE lady to care for elderly, 1-day-wk. 447-4612.

SCREEN house to use w-trailer, must be gd. cond. 447-3760 aft. 4.

TREE cutting & trimming, for estimate call 743-8219.

MATERNITY clothes, sz. 14-16, portacrib. 483-8378.

SNOW tires, 15". 747-3613.

HIDE-A-BED, good cond. 441-7893. GUITAR, piano students, all levels, exp. 748-8056. GOOD home for blind puppy. 747-1139

| $\Box$ | Want<br>For I<br>Free | Rent | * | AL | GI | E N | S B | LD | G, | 18-3<br>₹1 <b>Ń</b> | D | Los | ers |  |
|--------|-----------------------|------|---|----|----|-----|-----|----|----|---------------------|---|-----|-----|--|
|        |                       |      |   |    |    |     |     |    |    |                     |   |     |     |  |

Home Address\_ Pay No. \_GE Ext \_

\* The item(s) referred to in this ad is are in no way connected with any business venture

GEN Form A 2 Signature

# Dental coverage 'really something;' insurance claim 'no problem at all'

A great many people — inside and outside GE — speak highly of the General Electric Insurance Plan as a valuable employee benefit. But when they describe examples of its use, they usually envision wheelchair rentals prescribed by physicians, continuous changing of surgical dressings, and long stays in hospital rooms.

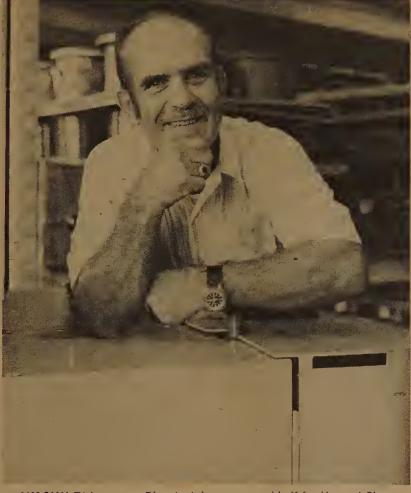
Those types of expenses are covered under various provisions of GE Insurance, of course, but there's another part of the benefit plan's coverage which isn't thought of very often — that is, not until it's needed. Thousands of GE people each year turn in some pretty hefty claims for insurance coverage of dental

Take the case of Howard Clem, a stockkeeper in the Specialty Transformer Business Dept. A routine visit to his dentist earlier this year revealed a problem which needed correction by a peridontal specialist.

Since this was Howard's first medical claim for 1975, the peridontist's fee for consultation and exam was applied toward meeting the STBD employee's deductible portion of Insurance Plan coverage. In May, he underwent one-day oral surgery, which included removal of a portion of the jawbone, plastic surgery of the bone, and cutting, cleaning and stitching the gums.

The work was done right in the specialist's office, and although it took only a few hours, the bill came to an even \$400. GE Insurance paid 100 percent of that

"I had never used the dental part of the Insurance Plan before, and to tell you the truth, I wasn't sure it would pay the whole thing," Howard recalls.
"I go camping in Minnesota



\$400 SMILE! Insurance Plan dental coverage paid off for Howard Clem.

shutdown, and I figured I'd just have to cut a few days off thattrip to make up for whatever medical costs GE Insurance wouldn't pay," he says. "But as it turned out, I was able to enjoy my whole vacation again this year.

''There was no problem at all,'' he adds. "I just filled out a claim and the insurance company took it from there. That dental coverage is really something. It was a lifesaver for me, and I imagine it's especially great to have for people with small kids."

Dependent coverage of the Insurance Plan goes beyond

every summer during vacation children, though, and Howard is one of the first to point that out. His wife Mary Lou used GE Insurance in 1973 when she was admitted to a hospital because of a pinched nerve in her back. Her 12-day stay and doctors' fees totaled \$1,009. Some extra charges such as private hospital room accommodations were not covered in full, but after all the bills were in, GE Insurance paid \$941 of the total medical expense.

> When GE employees and their families need it, the Insurance Plan is there to help. As Howard Clem puts it, "I'm awfully glad we've got it!"

Looking for good ways to-stretch your dollar?

Getting confused by all the 'bargains' around town?

Check out the giant Fall Family Festival; the Employee Store won't be undersold!

(See page 2 and special insert in today's issue)



November 14, 1975

### This month

# Values of GE benefits will be climbing again; result of pay increase

If you're receiving the cost-of- increase will improve various living pay increase Nov. 24, your GE employee benefits package will be automatically escalating in value for at least the sixth time in the past 30 months (more often if you've been promoted or upgraded).

This happens because several GE benefits plans are directly linked to your earnings so that the value of the benefits goes up along with pay. These are very important additional "unseen dollars."

**Added Values** 

The following is a short summary of how the Nov. 24 pay benefits:

• GE Insurance Plan: More regular life insurance (\$2 more for ever \$1 increase in straighttime earnings) and more accidental death or dismemberment insurance.

For example, everyone who receives the 12-cent hourly increase will have from \$500 to \$750 more in free life insurance. That's because the GE Insurance Plan provides life insurance at double straight-time earnings, and triple if death is accidental.

Weekly sickness and accident benefit provisions are similarly improved because of the pay increase.

All this happens with no additional payroll deductions for GE Insurance.

• Pension Plan: Higher earnings as a result of this pay increase will result in faster buildup of pension credits - which means you can look forward to more retirement income. Because Social Security is also based on your earnings, this source of retirement income will also go up.

• Savings Plans: Participants in the GE Savings & Security Program will have more invested in U.S. Savings Bonds, mutual fund units, GE stock, or life in-

This is because the weekly savings through payroll deductions are a percentage - up to seven percent - of your earnings. And, with GE adding 50 cents to every dollar invested by you, the pay increase will mean higher payments from the company into your S&S account, which could be another source of retirement income.

• Long-Term Disability Insurance Plan: Benefits under this plan are also pegged to the level of annual straight-time earnings. Those additional dollars in the

Please Turn to Page 3



HOURLY EMPLOYEES IN "ROUNDTABLE MEETING" discuss outlook for STBD power supplies and transformer products with supervisor Francine Rice.

FRANCINE RICE

# Current business, '76 outlook, internal concerns explored at STBD supervisor-hourly 'roundtable'

"This year was a disaster for our power supplies business. In 1974 we were working overtime six and sometimes seven days a week to fill orders. But in 1975 the market crashed to the bottom. That drop is expected to continue."

That was the message hourly employees heard in the most recent "roundtable meeting" conducted last week by Francine Rice, supervisor of shop resupplies and printed circuit boards in the Specialty Transformer Business Dept.

"Power supplies sales are very competitive," she explained. "Many of our competitors have been able to drop their prices to adjust to lower volumes because these sales are the major part of their businesses. And despite the recession, we even saw new competitors enter the power

sources, low voltage power supplies field recently."

When the market customers had large inventories of power supplies on hand, so they had little need to place new orders with the department, employees learned. In addition, some applications of power supplies are becoming limited, according to the STBD supervisor. The market for electronic cash registers, for example, is

Please Turn to Page 2



# Alley Chat **Connie Houser**

The bulletin board is the place of attraction this week for Doris Hollister of the Adam & Eve League. Doris smashed the old high series record by bowling a grand 578! She rolled 201, 199 and 178 to give her the new honor. Along with Doris we have three other women who gave a good performance with 500 series. They are: Elsie Oliver, Monday Morning Ladies, 548, including high game for the week of 210; Ann Arnett, Friday Morning Ladies, 534; and Maureen Rogers, Adam & Eve, 513, including a 193. All in all the women had a real nice week for high games. Sue Travis of the Sunday Sandbaggers had a 201, Saturday Alley Kat's Pat Volkert had a 193 and Lesa Orrvar was close behind with a 183.

For the men this week "the worm has turned" and they had a big total of six 600 series (I was beginning to worry just a little — they were held to just one 600 series last week — whew)! On top is Ken Foor of the Guys & Dolls. He just missed the season high by 10 pins. Ken bowled a smooth 658 with games of 230 and two 214s. We had a tie for second place. John Hunnicutt of the GE Office League and Roger Phelps of the Brethren Mixed League both tallied 624s! John's games were 214, 206 and 204; Roger's scores were 218, 211 and 195. Jim King of the Hermetic League captured third with a 611 series, including games of 216 and 200. Small Motor is proud of its Harold Somers, who clenched fourth with his 604; he had two good games of 224 and 213. Bob Bellis of the Apparatus League zeroed in on fifth with his 600 even, which included 211 and 209. Nice going, men! Let's keep up the good work, and don't let that "ol' worm" turn!

Sunday Sandbaggers' Dave Myers cleaned the alleys with this week's high game of 237. Charles Cochren was right on Dave's tail and wrapped up second place with his 236. Jack Higle of Brethren Mixed held third with a solid 234.

High games went to: Jim Morris, Hermetic, and Maurice Haines, Saturday Alley Kats, 223s; Dave Myers, Saturday Alley Kats, 220-208; Lee Schnepp, Apparatus, 217-205; John Turner, Hermetic, 212-204; Roland Orrvar, Saturday Alley Kats, 212; Don Gilbert, Hermetic; Ed Koontz, GE Office; and Paul Long, Taylor Street Friday Nite, 211s; and Don Baker, Hermetic; Dick Wells, GE Office; and Dewayne Northcutt and Dale Sowards, Adam & Eve, 210s.

Other high scores — Gene Bryan, 209; Don Hitzeman, 208-204; John Hayes and Charles Cochren, 206s; Bill Kumfer and Jim Witzigreuter, 205s; W. Imbody, 204; Paul Motter, Bob Stute, Clarence Biedenweg, Don Fortney and Dave Bright, 203s; Art Smethers and Don Hoffman, 202s; Courtland Anderberg, Chick Morkoetter and Milt Marks, 201s; Mark Nobis, 201-200; and Hank Vance, Ed Boedeker, Charlie Shipman and Cal Mansfield, 200s.

The news is out that the Senior Citizens League is bowling up a storm. Carl Metker came up with an outstanding 224 (now that he's retired, he must be getting a lot of practice — or maybe it's that new bowling ball bag)! Paul Schoenherr gave a nice performance and scored a 202. Two women who won honors were Charlotte Stanford, who smoked the alleys with a 213, and Vera Soward, who dazzled the pins for a 198. Vera also converted the most unusual split for the week. She made the 6-7-10 look like an easy shot!

### 'Family Style Bowling' is here

New "Family Style Bowling" has been introduced at the GE Club. Now through the first part of April, 1976, any number of people can bowl (one-and-a-half hours) on one alley at the GE Club for the low group price of only \$4. Get together with the family or friends during these special open bowling hours:

Monday and Tuesday: 8 a.m. to 6 p.m.; Wednesday: 1 to 6 p.m; Thursday 8 a.m. to noon; every other Sunday from 4 to 5:30 p.m. on the following dates: Nov. 23, Dec. 7, Dec. 21, Jan. 4, Jan. 18, Feb. 1, Feb. 15, Feb. 29, March 14, March 28 and April 11.

"Family Style Bowling" is open to the general public as well as to GE employees, so be sure to tell your friends and neighbors.

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### Scrap put to good use

### GE man converts donation of obsolete equipment into system which will aid volunteer fire-fighters

With a little ingenuity and the help of a GE department here, plant protection officer Bob Walt turned a weathered pile of obsolete equipment into an efficient system to aid volunteer firemen in their life-saving work.

**Obsolete Material** 

Several years ago, the Specialty Motor Dept. replaced brass tubing using on argon gas racks for a welding process of 33frame motor production; the old racks remained behind Bldg. 12 at Broadway. With the phase-out

of Bldg. 12 production, some of this old equipment has been labeled obsolete and classified scrap material.

Checked It Out

Bob Walt watched the brass tubing deteriorate from the weather, and asking if it was needed, suggested that he could worked through Ralph Church, former manager of the Bldg. 12 operation, and after a thorough evaluation was made, received final approval of the department's donation from general manager Dave Gifford.

**Serves Community** 

Bob cleaned the old brass for use by the Adams Township Volunteer Fire Dept., where he serves as assistant chief. Today, it's part of a "cascade system" used to transfer compressed find a constructive use for it. He -filtered air from large tanks to small air packs carried on firemen's backs. The system can refill 38 of these air packs when fire-fighters' portable air supply units are exhausted.



A DONATION by SMD of scrap brass tubing has become a "cascade system" which transfers air from large tanks inside a truck, right, to portable air packs worn by members of the Adams Township Volunteer Fire Dept. In photo above are from left, GE plant protection officer and assistant fire chief Bob Walt, SMD's Ralph Church, and volunteer fire Ralph Church, and volunteer fire chief Chuck Bristow.

Continued From Page 3

RECORD player, reas., plays all-sz. records. 639-3434.

SNOW tires, G78-15, tubeless; 2 13" rims, D. Dart. 432-4247.

CABINET radio & record player, \$25.
627-2429 Grbl.

CHRISTMAS craft sale, Nov. 13, 14, Chivington Dr., Lk. Frst.
'54 CHEV. 1/2 T. truck, \$300 or best

Chivington Dr., LK. Frst.

'54 CHEV. ½ T. truck, \$300 or best offer. 485-2652.

WHITE sew. mach., blnd. cab., zigzag & oth. att., \$120. 485-3072.

RIMS (2), 14x6JK for Chevy wag.; 2 14" rims for Ply. 745-1817.

WALL furnace, 25,000 BTU, LP gas. 14" whl. for Chrys. 749-1379.

WHEELS (4), 15", fit H or G-78x15, \$7 ea. 432-9847.

'73 MONTE Carlo, r-w def., AC, PB, PS, cruise cont. 925-0356 Auburn.

VACUUM cleaner, GE swivel top, perf. cond., \$20. 747-0885.

'72 CHEV. Kingswood wagon, PS, PB, air, \$2,150. 623-6611.

ROCKER, grn., Early American style. 745-0723.

COATS (3), winter, sz. 12, like new. 745-7319.

SET of mags, like new, \$100. '73

745-7319.

SET of mags, like new, \$100. '73 Dodge radio. 747-7170.

MECHANIC'S tool box, \$15. Kitchen table, \$5. 493-2241.

TRAILER skirting; upright air compressor. 592-7279 Decatur. '75 CHRY. Cordoba, loaded, 14,000 mi., make offer. 745-9446. '65 VW, very good cond. 447-4862. '71 HONDA, new tire, engine rebuilt, \$625. 483-4476.

SCRUBBER-waxer, elec.; art. Christmas tree. 748-0880. GOLF clubs, Hagen ultras, new, less than ½ price. 749-2494. WANTED

SNOW tires, H78. 432-2988.
BABYSITTER for 2 children, close to Taylor. 723-5248 S. Whitley.
CLEAN, wax auto thoroughly, for estimate call 747-4051.
JEEP cover. 439-2103 aft. 5:30.
ELEC. guitar & amp., reas. for young beginner. 749-5515.
WOOD lathe, Delta-Rockwell. 441-

ROTOTILLER. 483-3373. SNOW skis & TV ping-pong & 22 rifle or pistol. 445-8453.

OLDER property on Round or Blue Lake, reasonable, 483-8902. BABYSITTING, my home, days, SE, near Vil. Schl. 440-3573. BIKE, girl's, 26", 5-spd., Schwinn. 441-7893.

### FOR RENT

OR sale, '71 Oxfd. mob. home, 2 br., 2 baths, W&D. 724-9565 Dec.
STORAGE space for boats, cars, campers, etc. 636-7264 Albion.
HOUSE, 3 bdrm., lease, dep., SW, \$175. 745-5380.

### FREE

PUPPIES, part German Shepherd, 2 mo. old. 625-4849.

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| GEN Form A 2   |                                |                 |                |                 |              |           |              |               |             |               |

# In celebration of America

On this page are representative segments of the American way of life. At first glance, Thanksgiving, jury duty, the Red Cross, and a cost-of-living pay increase seem to have little in common. But the beginnings and continuance of ideals in this country are also diverse. Put them together, however, and you have a slice of the things that make America great.

The observance of Thanksgiving - a truly American holiday. Both white man and Indian are said to have shared a table filled with the harvest of hard work. Faith was an important ingredient in the early colonists' recipe for survival. It remains an important part of American life today.

Trial by jury — a Constitutional right. The judicial

system of the United States gives every citizen protection and fairness under the law - a legacy guaranteed to every American.

The American Red Cross people helping people. Concern for humanity has always been a great American tradition.

Cost-of-living pay hike — companies and labor unions getting together to help make life better for workers in America.



GE benefit at work

# **Employee** called for jury duty feels the time was well spent; glad of company's commitment

"I'm glad I had the chance to the fee she received for jury duty do it. I felt it was my duty as an American and as a Christian. It makes you realize what a good country we're living in to have a system like this.'

That's the way Fern Smith felt about being called for jury duty earlier this year. Serving as a juror in a superior court here this past September, she helped decide in favor of awarding property and personal injury damages to a young couple who were victims of an automobile accident.

Uses GE benefit

And while she found the experience rewarding, she also found that a GE benefit was working for her while she was away from her job in the General Purpose Motor Dept. at Taylor Street.

As an electrical and mechanical repair operator there, Fern was paid the difference between services and the amount of straight-time earnings lost by being away from her job. In addition, she was on call by the court to appear in July and August; although she didn't serve as a member of a jury in those instances, the same make-up pay differential applied under the General Electric benefit.

Simple Procedure

"All I had to do was bring a slip signed by the court to my supervisor," Fern recalls. "She sent the slip to the people in payroll, and I didn't lose any money from my paycheck.

"It was really all so simple," she adds, "and I'm glad to be working for a company that feels this kind of thing is important. I wouldn't trade America for anyplace else, and I feel the same way about my job here at General Electric.



PAY FOR TIME NOT WORKED. With a GE benefit, Fern Smith was paid the difference between the fee she received for jury duty and the amount of straight-time earnings lost by being away from her job at GPM.



### Holiday to reflect on the past — a time to be grateful for today

A THANKSGIVING REMINDER created by Specialty Motor Dept. secretary Jane Eby, left, dresses up a bulletin board in Bldg. 4-6. At right is SMD secretary Ellen Durnell, who is also dressed up to remind employees there of the department's "XL in '75 Thanksgiving Turkey Shoot" planned for Monday. And just one more reminder — GE plants in Fort Wayne will, in general, be closed Nov. 27 and Nov. 28 in observance of the Thanksgiving holiday. The Thursday and Friday break also represents the sixth and seventh paid holidays for most GE employees here. There will be no GE News next week; the next issue will be Dec. 5.

A tradition of helping each other

### GE blood donors earn thanks from Red Cross

women here were among the many employees of area businesses and industries honored

General Electric men and last week by the Allen-Wells Recognition Luncheon, cerchapter of the American Red

At the local chapter's Annual



AT LEFT: (Top) Certificates of thanks for help in coordinating 1975 GE blood drives were accepted by Linda Simmons, left, representing East Broadway; Gail Kreager, third from left, representing Winter Street; and Bill Davies, second from right, representing Taylor Street. Not pictured is Francis Harter, representative for West Broadway. The presentations were made by Carl Fenner, second from left, volunteer chairman of the Allen-Wells chapter blood program, and Marcia Robbins, right, staff director of the Allen-Wells chapter blood program (Below) chapter blood program. (Below)
Marcia Robbins and Carl Fenner
present certificates to union
representatives Bud Curtis, IAM
Lodge 70 president, and Bob
Younghaus, IUE Local 901 financial

Despite the employment downturn at GE plants this year, GE people continue to be among the top local contributors to the Allen-Wells blood program. In the 1974-75 fiscal year of the Red Cross, 1,332 pints of blood were donated by GE employees here, which is 117 percent of General Electric's 1,140-pint quota!

tificates of appreciation were

representing Fort Wayne GE

locations where Red Cross Bloodmobile visits were held during 1975, and to employees representing IUE Local 901 and

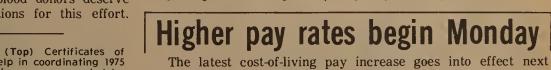
to

employees

presented

IAM Lodge 70.

All GE blood donors deserve congratulations for this effort.



Monday. All hourly pay rates will climb 12 cents, while weekly nonexempt-salaried rates will be increased \$4.80.

According to Doyt Schaadt, payroll manager for GE in Fort Wayne, the higher rates of pay will first be noticed in the nonexemptsalaried paychecks to be distributed Nov. 26 (since Friday, Nov. 28, is part of the two-day paid Thanksgiving holiday here) and in hourly paychecks to be distributed Dec. 10.

As pointed out last week in the GE News, employees receiving these raises will also receive higher values from many of the GE benefits plans. These improvements will go into effect automatically as earnings increase. There's no need to sign any forms.

Employees in the GE Savings & Security Program are also reminded that both their payroll-deduction savings under this plan and the company's 50 percent contribution will increase.



# **Plant Panel**

Employees Answer Today's Question

Since its beginnings, Thanksgiving has been a time when people rest from their labors to reflect on their blessings. What will you be giving thanks for on Thanksgiving?



DON MCMAKEN

### Lessons from the past

DON McMAKEN Boring Mill Operator Technical Resources Appliance Components Support

"I will be giving thanks to the people of the first Thanksgiving for their courage and determination to survive the elements. It is a lesson for all of us to do now as they had done in the past.

"If we understand the problems of today, we can survive as our forefathers survived. With hard work, determination to help others and faith in God, we can survive to be thankful not only on Thanksgiving Day, but every day of the year."

### Family drawn closer

DARLENE HEARE A&SP Specialist Specialty Motor

"There are many things that God has given me to be thankful for. I have good health, a job in a year when many others are less fortunate, and friends to depend on when I need them.

"But this year, I am especially thankful for my family. Through God's infinite wisdom, we have been drawn closer together. And I am thankful that there is a time to set aside to reflect and meditate on these and the many other blessings that God has given me."



DARLENE HEARE

### Blessings are endless

JOHNIE FOSTER
Plant Protection Officer
Area Services
Appliance Components Support

"I'm thankful for my freedom, health, family, and comfort.

"I'm thankful for all the good people . . . thankful for my job and my ability . . . thankful for the United States and what it was founded on . . . thankful that my son will be home from the Service this Thanksgiving . . . thankful to see employees called back to work . . . thankful for seeing the Works News become a true representative of all of its employees.

"There are so many things to be thankful for. My blessings are endless"



JOHNIE FOSTER



ANNETTE MOWAN

### Better off than others

ANNETTE MOWAN Payroll Clerk General Purpose Motor Broadway

"I will be giving thanks to be able to celebrate Thanksgiving with my family when so many people in foreign lands are starving. I am thankful that I have a job and am able to work when there are so many people without jobs.

"I will give thanks that I can work and pray, and with a heart full of thankfulness, help Thanksgiving Day."



GORDON SPRUNGER

### Love, purpose in life

GORDON SPRUNGER Wage Administrator Employee & Community Relations

"I will be giving thanks for the usually mentioned blessings such as family, health, job, freedom, friends, etc. However, giving thanks implies a giver; therefore I want to say, forgive me, Heavenly Father, when I have been ungrateful, and thank You for being patient with me.

"Furthermore, thank You for a spiritual heritage which I hope to pass on, for a family that loves me and friends who accept me as I am, for supplying every material need and giving many good things additionally, for the discipline of work that makes leisure more enjoyable, for the disappointments that make me realize my own insufficiency and my dependency upon You, for failures to keep me humble, and finally, thank You simply for the joy of living.

"For this, and more, I will give thanks on Thanksgiving Day."

### Tradition of America

VIVIAN O'NEILL Secretary Components Sales

"I will be giving thanks for the American way of life — the freedom of worshipping God as I please — the blessings of good health — the privilege of working where I choose — the joy of spending the day with my family at the home of my daughter and having our traditional turkey dinner with all the trimmings."



VIVIAN O'NEILL

### Gifts often overlooked

RUTH GREEN Hand Tier Hermetic Motor

"On this Thanksgiving Day, I will be giving thanks for the things that we so often take for granted — my family, church, health, country and my job.

"I give thanks for my job, although I would rather be a full-time homemaker. However, the Bible says, 'In every thing give thanks: for this is the will of God in Christ Jesus concerning you' (I Thes. 5:18). I especially give thanks for my family. I am the mother of four children — Shanita, Laretha, Todd and Tracey. David, my husband, is an employee of the Harvester Company. We all enjoy good health!

"I praise God for a country where we can enjoy freedom of religion and speech — a country where most of its people do not suffer from malnutrition. I thank God for a church where I can study God's Word.

"So, to all my fellow workers, don't forget to thank God every day for His blessings upon you. The early Pilgrims realized the importance of giving thanks. That is why, after they had gathered their harvest, they set aside this day of Thanksgiving to praise God. Thanksgiving is to be offered to God every day. Once we begin to thank God for everything, our attitude will change and we will be at peace; our environment will be safe and our lives more enjoyable!"



RUTH GREEN



CATHERINE KELSAW

### Basic needs satisfied

CATHERINE KELSAW Motor Assembler Specialty Motor Taylor Street

"I am thankful to be in good health, to have food to eat, to have a home to go to, and to have this job that I can come to every

"There are a lot of other things that go without saying."



MEL FRANKE

### Freedoms in our land

MEL FRANKE Jig Boring Mill Major General Purpose Motor Winter Street

"Thanksgiving Day is a day set aside to thank God for His gifts to us. Making a list that includes all the things for which we are thankful is difficult.

"God is too generous. We usually thank Him for food, home, work, health and leisure time; also, we should not forget our co-workers and the four freedoms we enjoy in our land."



WILMA OSBORNE

### Living in good health

WILMA OSBORNE Stacker Specialty Transformer

"I have so many things to be thankful for this Thanksgiving that I don't have space to list them all.

"But I feel the most important thing for me — and I feel that everyone else who's blessed with it should feel — is health. Young and old alike should be very grateful for it. I feel if we have this one thing, health, we can do or be anything in the world that we put our mind and determination to; because without it we are lost, but with it we are everything

"Even living alone now that my children are grown and on their own, I never let myself feel depressed or lonely because I do enjoy good health and thank God for it. Even if I were to spend Thanksgiving alone I'd feel great because first, I'm alive, and second, in good health.

"If anyone feels sorry for themselves, first take a tour of our local hospitals and you will come out feeling fortunate because so many people don't have this thing — health — and

"So for me and everyone who enjoys good health this Thanksgiving, I think we have everything to be thankful for. In short I feel I have the world by the tail because I have good health."

## Election to 'bank' GE vacation days must be made by Nov. 30 deadline

Employees who are eligible for "Vacation Banking" have only a few days left to decide on whether to use this feature of the vacation plan in 1976. Under the "Banking" provision, an employee's election must be turned in to the payroll office, Bldg. 18-1, on proper election forms by Nov. 30 of the year before the vacation period involved.

"This means that to use the 'banking' benefit in 1976, an employee must make sure his election is received by payroll by Nov. 30, 1975," says Doyt



#### Scoreboard By STEVE HECKMAN

Well, this year's GE basketball season is under way. Wire Mill clobbered Taylor St. 76-43. Jack Woodruff led the Mill with 23 points, Kirby VanRyan tallied 20, and Larry Sordelet had 17. Bruce Miller led Taylor St. with 12, and Wayne Spratt got 11.

Splty Motor squeeked by Decatur 69-66 in a see-saw affair with the lead chainging hands 11 times and being tied twice. John Scott led Splty Motor with 18, James Moore had 16, Cody Falk scored 12, and Lester Woods earned 10. Duane Bruan and Charlie Walters paced Decatur with 18 each, and Tim Irwin netted 16.

GPM blasted Laycoff's by 84-41. Chuck James led the GPM attack with 24, Ed Brooks 20, Chuck Groves 18, and Mike Bird 14. Tim Mihuliak led Laycoff's with 19.

Thursday night saw Winter St. slipping past Leaky Hutch 40-39. Jerry Smith led Winter St. with 16, and Dick Baughman had 12. Mike Windell led the Hutch with

Decatur pulled out a comefrom-behind win over Wire Mill 55-48. Wire Mill led all the way until about four-and-a-half minutes to go in the game, when Decatur took the lead. From then on Wire Mill went cold and Decatur emerged the victor. Tim Irwin won game high scoring honors for Decatur with 20 points and Charlie Walters added 15. Kirby VanRyan led the Mill with 18, Jack Woodruff put in 14, and Larry Sordelet helped out with

GPM whipped Splty Motor 77-60. Mike Bird led GPM with 25 points, Royce Bradbury 17, Chuck James and Ed Brooks 10 apiece. Lester Woods led the losers with 16, James Moore 15, John Scott 13, and Ron Stewart

So after a week of play, here's how it stands: GPM, 2-0; Winter St., 1-0; Wire Mill, 1-1; Decatur, 1-1; Splty Motor, 1-1; Leaky Hutch, 0-1; Taylor St., 0-1; Laycoff's, 0-1, and Zigler's, 0-0.

Fort Wayne GE. A letter Banking" provision has been distributed to all employees eligible for the benefit. Those who in one of the S&SP securities want to elect to use the benefit should contact the employee relations office in their department or the Bldg. 18-1 payroll office to obtain the proper forms.

Vacation Banking lets you "bank" one or more full days of vacation in excess of three weeks — or in excess of the plant's primary shutdown, if it's longer. You're paid normally for work on "banked" days, and your vacation pay for those days is to employees to study the credited to your Retirement

Schaadt, payroll manager for Option Account under the Savings & Security Program. If you don't describing the "Vacation have such an account, one will be opened for you.

> "Your 'banked' pay — invested will be held until your retirement or until your service with GE is terminated for some other reason. Election to bank vacation days is irrevocable. That means that if family or production needs change, you can't change those banked days back into vacation,' Schaadt says, and he adds, "This information is not a solicitation for participation in vacation banking, but simply a reminder

Bldg. 4-6; Evelyn Smith, Bldg. 8-

2; Casey Keister, Bldg. 17-4;

Lorine Peters, Bldg. 18-3; Sally

Eubank, Bldg. 18-4; Don Stroh,

Bldg. 19-4; Gus Karnes, Bldg. 20-

2; Shirley Mowry, Bldg. 26-2;

Luana Oehlhaffen and Ginny

Burkett, Taylor Street; and

Verdayne Parnin and Glenn

Seabold, Winter Street.

#### It's for the kids!

#### Children's Christmas Party set to fill GE Club with merriment Brandt, Bldg. 4-4; Jean Nebehy,

Youngsters accompanied by their GE parents are invited to the GE Club Children's Christmas Party on Saturday, Dec. 13.

Paul Kohler will amuse everyone with musical comedy routines. A master of the xylophone-marimba, he's also been known to juggle everything from mallets to marshmallows. The amazing Lamberti, Jr., will thrill the group as he juggle rings and hoops while balancing atop a sword and revolving platform 10 feet in the air! And Bill Brickle's "Poodle Fantasy" is sure to delight young and old alike.

The 12:30, 2:30 and 4:30 p.m. shows are all free! Santa will be there too, with treats for the children in the audience.

Tickets are needed for children only, and are available from: GE Club; Employee Store; Virginia Goeglein, Bldg. 4-1; Carl





COMING TO THE CLUB . . . musical comedy . . . breathtaking thrills .



. and clever canines will delight the youngsters of GE employees!



#### Elex holiday program planned

"Symbols of Christmas Joy" is the theme of the 1975 Elex Club Christmas Program. Open to members only, it will be held Sunday, Dec. 7, beginning at 2 p.m. in the GE Club auditorium. The program features acts by "The Spurrlows" - a lively muscial group of six singers and eight musicians. Paramount Attractions books these performers as "the most complete and exciting entertainment package in America." Tickets are 75-cents; the deadline is Dec. 1.

Elex members are invited to continue their good will to the Fort Wayne State Hospital and Training Center by donating unwrapped gifts for men and women at the holiday program again this year.



RIDE WANTED

EASTLAND Gardens to Bdwy., 1st shift. 447-2160 aft. 5.

FOR SALE

MOTOR & trans. for '64 Tempest, 215 6-cyl., \$40. 747-4682.

'73 GRAND AM, air, mags, stereo. 748-7077 aft. 5.

'71 MOBILE home, Hillcrest, 12x50, 2 bdrm. 747-6380 aft. 5.

DRUM set, Tri-Con, pro, w-leather cases, red, \$600. 488-2059 Hamilton

DRUM set, Tri-Con, pro, w-leather cases, red, \$600. 488-2059 Hamilton.

'71 SNOWMOBILE, Polaris, 175 cc, ex. cond., \$329. 482-2559.

'72 HONDA 500, 4-cyl., good cond., best offer. 456-6133.

MOVIE proj., 8 mm, splicer, light bar, winders, \$45. 456-9566.

'71 LTD Brougham, clean, runs good, \$1650. 483-1272.

HAIR dryer, less than 1 yr. old. 483-4093.

4093.
MODEL train & access., American Flyer. 745-5230.
TRAILER skirting & air compressor. 592-7279 Decatur.
JET water pump, tank & fittings. 485-

8889.

71 CHEV. Impala, 4-dr., hdtp., air, good tires, clean, 745-4365.

DR ESSER, maple, 6-drawer, framed mirror, make offer. 749-4625.

TRICYCLE, child's, lg.; hockey skates, sz. 6. 747-4304.

73 HONDA CT70 trail bike, 1200 mi., 4-spd., manual. 693-3877.

CARIBBEAN vacation, club plan, must sell. 485-6832. BABY afghans, no kits, 30x36, \$5. 748

O174.
DISHES, 1 set, 56 pcs. 489-9555.
GUITAR, case, mike, amplifier, ex. gd. cond. 429-7058.
FIREPLACE, Heat-0-later; rd. oak table; oil stove. 745-3366.

SNOW tires, 14"; radio; sewing machine. 485-5429.

HUMIDIFIER, automatic, console, 8 gal. 456-5972.

SOFA & chair for living room, used, \$50. 749-0575 aft. 6.

TWIN bed & mattress, reg. sz. springs; rims, 14". 747-3677.

EXERCISERS, belt & bicycle, 1122 Dodge Ave.

MATERNITY clothes, winter; pool table & extras. 484-6394.

STEREO, cabinet, console, dk. wood, \$35. 627-5352 Cromwell.

'73 KAWASAKI 100 G5, good cond. 485-5429.

485-5429.
SINGER sewing cabinet, desk style. 748-0581.
SOFA, flowered, \$75. 2 decorator chairs, \$60 ea. 483-6988.
PUPPIES, poodle, playful, great price, 3 male, 1 fe. 747-5236.
DRYER, gas, good cond., \$50. 743-6352.

DRYER, gas, good cond., \$50. 743-6352.

ANTIQUE tables, round & sq., rebuilt, refinished. 483-8874.

LUGGAGE, 2-pc., pullman & cosmetic case. 432-1367.

SNOW tires, stl. belted w-studs, G70-15, Corvette. 749-9902.

SWEEPER, upright, w-attachments, \$20. 425-7785.

'68 CADILLAC Sedan DeVille, good shape, \$300. 483-0849.

BOWLING ball, bag & shoes, men's, all for \$15. 422-7739.

SPACE heater, gas, 32,000 BTU, w-blower fan, \$25. 744-3807.

'73 MONTE CARLO, clean, must sell. 432-5885.

AFGHANS, hand-crocheted. 483-8072.

AFGHANS, hand-crocheted. 483-8072

AFGHANS, hand-crocheted. 483-8072.
DOLLS, various sizes, also doll clothes for 22". 745-9836.
DRAPES, gold permaprest, wthermalgard, \$60. 489-4862.
STORM doors (2), 36x80, adj. hv. dut. al., 1 left, 1 rt. 672-2857.
FIREWOOD, \$15-rank & \$5 delivered. 1-723-5460 S. Whitley.
BABY bed, bassinet, scales, potty chair, all \$35. 433-7161.
TIRE, G78-14, WW, on rim, less than 100 mi., \$20. 425-6421.

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Vol. 57 No. 40

elp make the world's most dependable components

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

**EDITORIAL OFFICES:** 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

#### Value seekers find extra time to shop; Store hours extended

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| 30 |     |     |     |        |     |    |                 |    |    |    |    |    |   |  |  |  |

General Electric people are reminded that the Employee Store will be open until 8:30 this evening to wrap up the giant Nov. 20-21 "Fall Family Festival" of values.

And as the gift-giving season approaches, the Employee Store will also be extending its regular 11 a.m. to 5:30 p.m. hours next

MONDAY — DEC. 8 — open 11 a.m. to 8:30 p.m. WEDNESDAY - DEC. 10 - open 11 a.m. to 8:30 p.m. FRIDAY — DEC. 12 — open 11 a.m. to 8:30 p.m. SATURDAY — DEC. 13 — open 11 a.m. to 5:30 p.m. MONDAY — DEC. 15 — open 11 a.m. to 8:30 p.m. WEDNESDAY - DEC. 17 - open 11 a.m. to 8:30 p.m. FRIDAY — DEC. 19 — open 11 a.m. to 8:30 p.m. MONDAY — DEC. 22 — open 11 a.m. to 8:30 p.m.

As always, the Store's policy of "We Won't Be Undersold" will be in effect. Buy and boost GE products - and happy shopping!

#### 'Pensioners' Potluck' planned in December

What's that they say about saving the best for last? That's how many GE retirees feel about the "Pensioners' Potluck" each December, when good fellowship is mixed with the Christmas spirit.

The next Potluck is coming to the GE Club auditorium Dec. 9. Retirees and their spouses who plan to attend are asked to bring their own table service and contribute a prepared covered dish, pie or cake. Bingo, good food and fun will make it a great day!



If it hadn't been for Ralph Hill of the Wednesday Owl League and Warren Wickliffe of the GE Office League, there wouldn't be high series headlines this week. It's hard to believe, but it looks like that "ol' worm" has turned again — in the worst way. Luckily for Ralph, he bowled a 219, 206 and 189, giving him the week's high series of 614! Nice going, Ralph! Warren spun the pins for a 601 total with good games of 215, 199 and 187!

The women this week didn't have any 500 series. But we'll be plugging for them next week. Pete & Tillie's Pat Volkert was the top bowler with week's high game of 187! Nice work, Pat!

Wait a minute, everybody . . . things are still looking good for the GE Office League. That's right — we're proud to tell you that even though the high series this week were held to a minimum, the GE Office League had 15 games of 200 or more! What a night for those men! Their Bud Snyder led the league with the week's high game of 233. Second place went to Riney Hofmann of the Small Motor League with a 224, and Maurice Haines of the Wednesday Owl League clenched third with his 223

"What?-Oh, really!" We just heard that the Small Motor League was held to only three games of 200 or more. I guess the pins were all worn out by GE Office. But we'll be including more than three of those scores this time. Something goofy happened and Small Motor's 200or-better scores were overlooked last week.

High games went to: George Cooper, Small Motor, 221; Ed Koontz, GE Office, 220-202; R. Sebold, Emmaus Mixed, 219; Denny Gilday, Small Motor, 218-211; James Sircey, Masonic, 216; Herb Langer, Apparatus, and Jack Higle, Brethren Mixed, 214s; Cal Mansfield, GE Office, and Harry Meyer and Dick Blair, Small Motor, 213s; John Rizzo, Small Motor, 211; Paul Long, Taylor St. Friday Nite, 210.

We don't have an "all spare game" award, but we'd like to mention that Ron Rubrake of the Sunday Nite Mixers bowled one with a score of 181. Sometimes those spares are tougher than hitting strikes! Harry Reinking, Emmaus Mixed, earned the honor of hitting the most unusual split for the week; he converted the 4-7-10.

| ☐ For Sale * ☐ Wanted ☐ For Rent * ☐ Free | *ADLETS  GE NEWS BLDG. 18-3  ALL ADS MUST BE PRINTED  | ☐ Ride Wanted ☐ Riders Wanted ☐ Lost ☐ Found |
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| Friday, Submit only form; don't include   | ed only on this form by noon Monor one per issue, using one letter or spaces. Print phone number only d must be available without regar | number per box on on line indicated.         |
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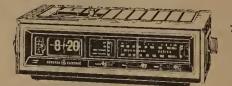
GENERAL ELECTRIC EMPLOYEE STORE

## Christmas "Cash-Back" Specials

Just in time to save you money on your Christmas shopping, your Employee Store is now offering some special low prices on selected radios and tape recorders PLUS instant cash rebates when you buy! Come in today and see these Christmas "CASH BACK" Specials and be sure to ask for your rebate coupon.

Radios

#### Monogram Series High Performance FM/AM Digital Clock Radio

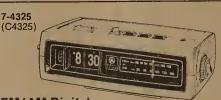


7-4380 563.29

Distinctive wood-cabinet styling, full clock features, excellent sound and CHRONO-GLOW™ blacklight time display make it outstanding!

\$5.00 Cash-Ra

\$5.00 Cash-Back



FM/AM Digital Clock Radio to awaken you in style!

Lighted page digital readout. Wake-to-Music or Wake-to-Music and Alarm. Adjustable sleep switch.

\$3.00 Cash-Back

§37.95





FM/AM Digital Clock Radio with **GE ChronoTel™ Clock Readout** 

Compact, space-saving size rits conveniently on any night table or dresser. GE's ChronoTel clock readout has large, lighted, easy-to-see numerals.

\$1.00 Cash-Back



Wake-to-Music or Wake-to-Alarm. Adjustable tone alarm. 24-hour wake-up system. Switchable AFC.

\$5.00 Cash-Back

#### REBATES effective on purchases from

**Employee Store** November 15 to December 20, 1975

**Enjoy** 

IEIEIEIEIEIEIEIEIEIEI Tape Recorders



\$35.50

8-Track

Player and FM/AM/

**FM Stereo** 

auto/boat adapter. §88.75

Radio

**Cartridge Tape** 

Record 'Hands Free" with this Cassette Recorder!

\$1.00 Cash-Back

Has a built-in condenser microphone and operates on batteries, (not incl.) AC or with optional auto/boat adapter so you can use

\$2.00 Cash-Back



\$4.00 Cash-Back



Favorite 8-Track Tape Recordings Wherever You Go

8-track tape player uses batteries, AC or auto/boat adapter. Sections snap together for carrying, separate for great stereo effect.

\$3.00 Cash-Back \$56.49

3-5140 \$55.19

AC/DC Performance/ Feature Cassette Recorder

Digital counter, pause, review, 2-way LED (play/ record and battery replacement indicator) carry case

\$3.00 Cash-Back

Continued From Page 3

Continued From Page 3
DOORS (2), wood, ext., 32"; 2 storm doors, 32", alum. 625-4189.
TV. 10", B&W, transistorized, good cond., \$40. 747-0885.
FIREWOOD, \$20-cord. 639-6430.
'73 HONDA 750 K-3, w-fairings, sissy bar, lugg. rk., 4500 mi. 426-5161.
'72 TRI-HULL 15', w-65 h.p. Johnson, w-conv. top, side curt. 639-3335.
FORD trac., small, springs, axles, tires, tongues. 672-2302 Rnk.
PHONOGRAPH, GE, port., mon., w-record changer, \$15. 432-0974.

'66 VALIANT, 2-dr., runs gd. tires & int., body rgh., \$125. 447-1315. SWEEPER, Kenmore, reasonable.

447-5051.

WALL furn., 25,000 BTU, LP gas. 14"
whl. for Chrys. 749-1379.

CHILDREN'S toys, books, games,
arts, etc. 483-0069.
PUPS, AKC Brittany, \$50. 456-4213.
SHUTTERS (2), inside, 25½ W., 6'
high. 484-5353.

BELT SANDER, Arco, w-or-without
motor. 485-1224.

#### WANTED

ODD JOBS, painting, carpentry, part-time. 745-7281.
ROLLER skates, ladies sz. 6 or 6½.
422-1323 aft. 4.

SNOW tires (2) 14", used, prefer studded. 745-3764.
REFRIGERATOR, 18 cu. ft. or more.

747-6607.
COVERED cartop carrier; furnace mtd. humidifier. 485-4553.
GARAGE door, overhead, metal, any condition. 489-5408.
CORVAIR, '65 or newer, or good body. 456-8091.

#### FOR RENT

3 ROOMS & bath, private, 1 person, ex. nice. 456-4624.

CERAMIC Tile, 4" sq., 230 wh., 65 bl., approx. 51 sq. ft. 482-2988.

INDIANA COLLECTION

## GPM sees '76 recovery, but not up to '74 levels, employees learn

At meetings in November, added that GPM's "most critical of "outstanding performance" by salaried employees in the General Purpose Motor Dept. were briefed on the performance of their business during 1975, and the expectations and ehallenges which lie ahead in 1976.

Summarizing the past 12 months, GPM general manager Jim Warren said it has been "a year eharaeterized by rapid ehange, uncertainty and sueeess." Diek Fife, marketing manager for the department, reinforced that view by telling employees, "We swam through dangerous waters throughout the year" as the eeonomy affected sales and markets. Talks by Warren and Fife, as well as a question-and-answer session and a preview of GPM's operating budget for 1976, were on the agenda.

"Drastic Recession"

"This year we experienced the most drastic recession this eountry has seen in the past 40 years," Warren said. He pointed out that sales are well below 1974 levels due primarily to "recessionary economie factors and industry inventory adjustments that eut market demand.'

With department actions taken to offset the dual effects of inflation and recession, Warren

measurement, net income as a percent to sales, held 1974's level - even with the severe sales drop." He ealled this an example GPM people.

Cost-Profit Structure

Putting this accomplishment in perspective, Warren went into



HARD WORK AND INGENUITY helped make the United States great, and as the country prepares to celebrate its bicentennial anniversary, GPM exempt employees will be showing that same kind of spirit to improve overall results in 1976. They were challenged in a meeting to "Be a Bellringer in '76 — Ring Up Savings!" Exempt teams have been asked to generate a total of \$4 million in savings next year. Above, local models were on hand to help promote the program.

some detail on GPM's eost-profit down 26 percent in 1975 while structure. "Our typical sales, sales were down 22 percent. dollar," he said, "is split into five Material inflation fell too, from a main eategories: material cost, bigh of 37 percent in 1974 to only 4 hourly labor eost, base eost, other cost, and gross income."

In looking at each of these eost eategories, Warren said that engineering and purchasing people did "an exeellent job of eontaining material eost." He told employees that this eost was

percent in 1975.

Showing a chart of hourly labor compensation and benefits as a percent to sales, the general manager pointed out that the "real productivity measure" exeluding exeess bumping eosts

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JIM WARREN, GPM general manager: "A year ago I asked for your help ... and I've received it. Its been a year characterized by rapid change, uncertainty and success."



DICK FIFE, GPM marketing manager: "Marketing will be doing a balancing act to ride from recession to recovery" with the challenge of "adding some new sales actions" in the new year ahead.

## 'Fall Family Festival' packs Store





GE shoppers found what they were looking for at the Employee Store's "Fall Family Festival" on Nov. 20-21.







Employee Store personnel and sales representatives answered questions and helped in every way they could.









A wide array of great gift ideas made holiday shopping a lot easier on employees looking for quality and value.









Men and women came ready to find Won't Be Undersold" bargains during the big two-day shopping event — they weren't disappointed!

Every Employee Store item was carefully checked out by shoppers.

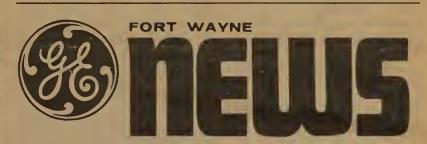


Even children got into the act. The Employee Store is a perfect spot to shop for the entire family.









DECEMBER 5, 1975

#### Jones cautions:

## Foreign competitors moving in on U.S. world market strength

Foreign competition, making big investments in technology, is gaining ground in two areas erueial to the United States' advantage in world markets.

That was a key point in GE board chairman Reginald H. Jones' message to Steinmetz Award winners at a banquet held in their honor in corporate headquarters recently.

"The traditional advantage o the United States in world eompetition," Jones stated, "has been high productivity and advaneed-teehnology products, and the U.S. has been losing ground in both.

"One reason," he eontinued, "is that other nations have been investing more heavily in the modernization and expansion of their industrial base. But another reason is that competitor nations are investing more heavily in new technology.'

Aecording to Jones, this ehallenge means that General Electric must take maximum advantage of the technological base built by the efforts of GE's great scientists and engineers. As

he said, "teehnology is the keystone of General Electric. If it remains strong, the eompany will be strong; if not, we've got trouble.

The research needed to stay competitive doesn't come cheap. During 1974, GE's research and development expenditures exceeded \$890 million. This includes about \$352 million funded by GE and \$538 million for research and development performed under contract, primarily for the U.S. government.

Jones also stated that GE's advances in world markets have been due to offering advanced teehnology — to which many of the Steinmetz winners have made important eontributions. "Our international sales in the past five years have grown at an average rate of 22 percent a year, while total eompany sales have been growing about 10 percent a year. Even this year, during a period of worldwide reeession. GE's overseas sales have kept growing, even though they've deelined at home," he said.

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## GPM opportunities improved, but '76 'is by no means in the bag!'

Continued From Page 1

incurred throughout the year — shows that GPM was more efficient this year than any year since 1968. "This represents a tremendous job by our manufacturing people," he said.

Base costs as a percent to sales were slightly higher than in 1974. "This planned increase resulted from the sales volume drop being more severe than the reduction in employment," Warren told the audience. "This action not to take further cuts in the workforce was necessary, I believe, to protect the long-term viability of our business."

In reviewing the "other cost" category, Warren praised GPM people for their successes in generating cash flow, reducing the amount of capital tied up in inventories, responding to customers and achieving high promises-kept records, and achieving record cost reductions.

Promises-kept commitments to customers averaged more than 95 percent for each of the GPM plants. "Maintaining these high levels of responsiveness will be one of our greatest assets in growing sales and proving to customers that we want to serve

them," the general manager

A Closer Look

Participation in the Suggestion Plan is "paying off," for employees and the business, Warren noted. The number of suggestions adopted for every thousand employees has almost tripled in 1975. "And for the first time," he

added, "we will be a member of

the company's prestigious 400 Club on suggestions."

said.

Commenting on safety as a stand-out achievement in the non-monetary area, Warren said, "Last year I gave each of you the challenge to reduce lost-time accidents. Your response has been gratifying and life-saving. It took the combined efforts of every employee to achieve a staggering 88 percent reduction in accidents, and demonstrates your concern for people."

# Marketing programs helping, but concern exists for next year

GPM marketing manager Dick Fife next told employees in the meetings, "We have every reason to believe that GPM has weathered the recession better than many businesses."

He told GPM men and women that the department entered 1975 with a nine-month backlog of motors, but cancellations "began to leap far ahead of new orders as the year progressed."

In turn, GPM "leaped forward" with aggressive, hard-hitting marketing programs. Its "Crank-Up Sales" program earned \$3.3 million in new business, and several distributor campaigns helped the department regain share and generate more than \$1 million in new orders in 1975, he explained.

"We're now seeing a recovery in our incoming orders," Fife said. "And we expect this to continue into next year."

The marketing manager reviewed a set of guidelines which serve as economic indicators signaling recovery for GPM. The Gross National Product, industrial production, construction, plant and equipment expenditures, business inventories, and material inflation are all forecast to recover "moderately" in 1976 over 1975 levels

"The major point here is that none of the indicators are expected to recover to 1974 levels," Fife warned. "However, they're all signs of strength for GPM markets and suggest a recovery in 1976; but we're not predicting a 'boom' year!"

Following a detailed review of individual markets and business segments of GPM, Fife summarized that sales should increase and markets should grow next year. "However, all is not rosy, and 1976," he cautioned, "is



CONGRATULATING THE WINNERS of the 1975 "Go-Getter" cost improvement contest, GPM general manager Jim Warren noted that a \$1.5 million savings goal was set at the beginning of the year, and "every team beat its goal." From left are General Purpose Motor Dept. exempt employees Bill Bates, Harry Ecenbarger, Larry Till, Charlie Elder, Warren, Chuck Schiffli, Norm Getts, Jr., and Bob Wilkinson.

by no means in the bag!"
As an example, he raised these

questions:

- Is the recovery short range? Will it continue?
- Can we get our production up fast enough to meet short-term demands? Once we get it up, can we hold it there?
- Can we hold market share against competitors with excess capacity?
- What will be the trend of inflation next year?

"However, these concerns represent challenges we face in almost any year where uncertainty exists," Fife concluded. "One major asset we'll have next year is the payoff from significant steps we've taken to improve customer service."

He told employees, "Marketing will be doing a balancing act to ride from recession to recovery," and will be "adding some new sales actions in '76 to improve GPM's mix of products."

## **NEWS NOTES**

#### Xerox cuts 500 salaried jobs to trim cost

Xerox Corporation has been forced to cut 500 salaried people from its payroll nationwide in an effort to reduce costs and help offset declining profits. The layoff, which included 370 employees from its operation in Rochester, N.Y., and an additional 130 people from 11 other Xerox locations throughout the country, was to have been completed by the end of November. Since last December, the company has terminated more than 3,000 employees in the Rochester area alone. Xerox employs approximately 53,000 nationwide.

A major power supplies customer of the Specialty Transformer Business Dept. here, Xerox has been caught in a recession-induced cost squeeze the past 18 months which has been caused by fewer-than-anticipated placements of some lines of copiers and duplicators. Inventories have built up and production schedules have been reduced, putting Xerox employees out of work.

The STBD customer has reported third-quarter earnings down nine percent despite a 15 percent increase in sales. Xerox officials have forecast a modest decline in earnings for the year.

#### Bulk of U.S. income comes from business

A recent study of government figures by the Tax Foundation, Inc. of New York found that almost 83 percent of all U.S. income is generated by business of some kind. Despite the importance of many government programs and policies, only 13.9 percent of national income originates in functions of government; the rest (about three percent) comes from household and institutional employment. The foundation noted: "Business is not separate and semehow apart from 'the people' but central to the ways we produce and supply goods and services for consumption. Human well-being rests overwhelmingly upon the success with which some people in business utilize their time and other resources to produce."

#### Use of nuclear energy will save \$1 billion

General Electric has predicted that U.S. power plants using nuclear energy this year will spend about \$1 billion less for fuel than conventional plants producing the equivalent amount of energy. During the first six months of the year, nuclear power costs averaged nearly 44 percent less than other power sources.



PRIZES WERE AWARDED to nonexempt salaried employees for their participation in the GE Suggestion Plan. Those employees who had earned the greatest number of adopted suggestions from each of the General Purpose Motor Dept.'s Broadway, Taylor Street, Winter Street and headquarters locations, in addition to employees from each of the four locations whose names were drawn for special prizes, were winners of GE gifts. GPM general manager Jim Warren and department manufacturing manager Don Cochran congratulated prize recipients following a meeting. In back row from left are: Warren, Cindy Morningstar, Gertrude Gill, Elaine Norr, Marilyn Smith and Kay Jackson. In front row from left are Marian Hamilton, Alberta Roth, Teresa Tilbury, Linda Bubb, Elaine Battenberg, Pat Murtaugh, and Cochran.



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...about the peeple who help make the world's most dependable compenents

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EDITORIAL OFFICES: 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441 Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

#### in Fort Wayne

## Two men nominated for Steinmetz honor, engineering expertise

Two General Electric employees in Fort Wayne were nominees this year for the Charles P. Steinmetz Award, signifying their technical achievements in the industry.

DR. MARVIN A. PETERSON was nominated in 1973 for the Steinmetz honor. Once a scientist or engineer is nominated, his or her name remains on the candidacy list for the biennial awards. Dr. Peterson's major accomplishments are in water-based resin chemistry applied to electrical insulation. He has had six patents issued, has five patents pending and 16 dockets on file. He is also the author of 66 GE proprietary technical papers and was named 1973 Chemist of the Year by the Northeastern Indiana Section of the American Chemical Society. Dr. Peterson is an applied research engineer in the Appliance Components Support Operation.

ELDON R. CUNNINGHAM was nominated for the Steinmetz Award for his technical contributions and leadership in the development of mechanical designs of GE's fractional horsepower motors. He is widely recognized for accomplishments and expertise in designs and development of wick-fed sleeve bearings, and his designs have been instrumental in the successes of GE's Form G, G2, 39-frame and G5 motors. He has been issued 13 patents, several of which encompass basic sleeve bearing technology. Cunningham is a design engineer for the General Purpose Motor Dept.



DR. MARVIN PETERSON



ELDON CUNNINGHAM



TECHNICAL EXCELLENCE HONORED. GE board chairman Reginald H. Jones, center, presented the company's 1975 Charles P. Steinmetz Awards for technical excellence to nine leading GE engineers and scientists at a ceremony at corporate headquarters, Fairfield, Conn. Adding their congratulations were Jack S. Parker, vice chairman of the board, and Dr. Arthur M. Bueche, vice president for research and development. Seated from left are award recipients John Bochan, Antal Csicsatka, Burton P. Brown, Christopher T. Brook and Frederick W. Baumann. Standing from left are recipients Harold P. Bovenkerk and Jacques A. Desbaillets; GE executives Bueche, Jones and Parker; and recipients Clarence E. Danforth and I. Birger Johnson.

## Foreign competitive threat becoming more severe in world markets, Jones tells Steinmetz winners

Continued From Page 1

Steinmetz Award winners honored at the banquet for their accomplishments include:

• Frederick W. Baumann, Industrial and Power Delivery Group, for a series of electric motor innovations, including the linear induction motor and the aluminum redesign of A-C

• John Bochan, Major Appliance Group, for amassing 89 patents on such home laundry features as the Dispensall TM system, Filter-FloR Mini-Wash, and the two-speed clutch. speed clutch.

• Harold P. Bovenkerk, Components and Materials Group, for developing several processes and improvements basic to the

production of Man-Made<sup>TM</sup> industrial diamonds.

• Christopher T. Special Systems and Products Group, for overall design of the transmission portion that coupled the Mark III time-sharing system into the world's most complex and far-reaching international teleprocessing system.

• Burton P. Brown, Aerospace Group, for his work on sophisticated radar antenna systems and for contributions as a member of several panels of the President's Science Advisory Committee.

• Antal Csicsatka, Consumer Products Group, chiefly for heading the team that developed the FM stereophonic broadcasting method that has been

accepted as an industry standard.

• Clarence E. Danforth, Aircraft Engine Group, for a series of advances in aeromechanics, including development of blade stress and vibration analysis as a jet engine design tool.

• Jacques A. Desbaillets, International and Canadian Group, for achievements in the design of hydraulic turbines, such as the 820,000-horsepower Grand Coulee units, the world's largest and most powerful.

• I. Birger Johnson, Power Generation Group, for his work in the field of high-voltage electric power transmission, especially on surge phenomena.

The Steinmetz Awards, sponsored by General Electric Corporate Research and Development, were created in 1973 in honor of the famed mathematical genius of the early electrical industry. They are presented every two years to leading GE engineers and scientists in recognition of their outstanding contributions to the company and to society.

## Employees will elect six ECSF board members

All employees here will be receiving election ballots next week to choose six new representatives to the Employees Community Services Fund (ECSF) board of administrators, The new board members will replace outgoing ECSF administrators whose terms have expired. This year, four salaried and two hourly employees will fill these vacant positions as a result

of the election.

The ballots will be distributed with paychecks on Wednesday, Dec. 10, for hourly employees. and Friday, Dec. 12, for salaried employees, and must be returned no later than Friday, Dec. 19. The winners will be announced in the GE News in January.

The 15-member board administers the funds raised in the annual ECSF drive here to

support United Way agencies in Allen County. Board members also regularly visit and hear representatives of these agencies throughout the year to monitor how General Electric employees' contributions are being spent.

Salaried candidates on this year's ballot are: Virginia Burkett and Rick Meyer, Specialty Motor Dept. at Taylor Street; Hillard Butcher and Joseph Quinn, General Purpose Motor Dept. at Winter Street; Dave Berges and Mary Wells, General Purpose Motor Dept. at Taylor Street; and Mel Smith and Ruth Woehnker, Hermetic Motor Operation. Hourly candidates are: Melissa Flory and Joan Manes, Specialty Transformer Business Dept.; and Marie Clay and Hallas Simmons, Specialty Motor Dept. in Bldg. 32.









BUTCHER



QUINN







WELLS

RIDE WANTED

**BLUFFTON** to W. Bdwy., 7-3:30. 317-327-2273 Petroleum.

'71 MOBILE home, Hillcrest, 12×50, 2 bdrm. 747-6380 aft. 5. Ddrm. 747-6380 att. 5.
ICE skates, girl's, sz. 6, \$7. 456-7352.
GER. SHEP., 5 yrs. old, guard dog, not a pet, \$100. 745-7630.
OR RENT, 71 Oxfd. mob. hm., 2 br., 2 baths. 724-9565 Decatur.
ARM SAW, 10", radial, 6" planer, like new. 747-3476 aft. 6.
INCINERATOR, natural gas. 486-1886.

MIRROR, plate glass, 3'x5'. 724.9617

173 SNOWMOBILE, Ski-Doo, \$400.

483-1498.

TYPEWRITER, Rem. electric, 13"
carriage, \$50. 436-8162.

MOBILE home, 12x50, 2 bdrm., make
offer. 489-5407.

SNOW tires, D78-14. 747-0621 before 5

'72 MAVERICK, 6 cyl. w.air. 693-9261

C'busco.

SNOW tires, 6.50-13, 1 mtd. on wheel,
A-1 cond., \$20. 728 2492 Decatur.

'69 LEMANS, good cond., new battery, tires, \$700. 1714 Spring St.

BABY swingomatic w-canopy & music box, \$9. 743-1064.

ELECTRIC blanket, dbl., \$10. Desk chair, \$10. 447-9605.

MOBILE home, 10x50, 2 bdrm., nice for lake. 238-4515 Spncrvl.

SMITH

WOEHNKER

MEYER

FLORY



MANES

CLAY

SIMMONS

Please Turn to Page 4

# **EMPLOYEE STORE**

#### Continued From Page 3

OVEN, built-in, electric, \$10 or best offer 485-4700

#### SMD employees 'gobbled up' latest 'XL' idea



KUSTOM 200 guitar, amp., \$275. 456-

'72 PLYMOUTH Fury, good cond., low mileage, 745-5670. DRUM set, 8 pc., ex. cond., \$225, 484-

9224 aff. 5.
SCHWINN Pixy, 3-spd., like new, \$60.
Fig. skates, sz. 6. 485-8562.
SWEEPER, upright, w-attachments, \$15. 425-7785.
BIKE, Schwinn Stingray, 20", 5-spd. 446-6660.

446-6660.

SINGER stylist zig zag stretch stitch machine. 627-2778 Grbl.

CALCULATOR, new \$250, elec. Olivetti, best offer. 627-2434.

WENCH, ½ h.p. motor, reasonable. 456-2589 2-6 p.m.

TABLE, Duncan Phyfe, mahogany, pad. 484-2329.

RANGE, GE P-7, 1 yr. old, \$275. Gas dryer, \$50. 493-3027.

FORMAL, blue velvet, worn once, sz. 14. 749-4008.

ROLLER skates, boy's, sz. 8, \$12. 627-

14. 749.4008.

ROLLER skates, boy's, sz. 8, \$12. 627-2429 Grbl.

TV, GE portable, 21", B&W, w-stand, good cond. 432-2097.

'69 CAMARO, 6 cyl., 3-spd. 748-8871.
'65 CUTLASS, hdtp., no rust, many extras, \$450. 484-6282.

DINING toom table, white formica, gold trim, 3'x4', \$10. 489-5408.

'72 CHEV., 4-dr., PS, PB, vinyl top. 672-2302.

7RANSMISSION, pwr.glide, alternator; '67 BSA. 749-4130.
HALL tree; 2 end, 2 occas. tables, \$12 ea. 693-3491.

REFRIGERATOR, desk & chair. 749

CONN cornet w-case, very good cond.

O794.

CONN cornet w-case, very good cond. 485-4449.

FIR EWOOD, split or unsplit, delivered. 422-1323 aft. 4.

CHRISTMAS tree, 4', artificial; carp. scrubber. 748-0880.

AIR compressor; trailer skirting. 592-7279 Decatur.

'68 BUICK GS 400. 432-3447.

BIKE, girl's, 1 spd., w-basket, good cond., \$30. 422-6806.

HAMMOND organ w-harmonizer & phones, \$800. 747-5461.

TV, B&W portable, good cond., transistorized, 10", \$35. 747-0885.

QUAD unit, amplifier, 8-trk. recordr. 4 spkrs. 745-4129 aft. 5.

TV, 19", B&W, w-stand, \$50. 456-3047.

STOVE, 20", apt-size, elec., clean, \$25. 747-7665.

POOL TABLE, 7', w-ping-pong top & all acc., \$300. 747-3613.

ROCKER & ottoman, white toilet, antique radio. 625-4189.

COFFEE table, \$35; arm chair, \$15. 622-7303 aft. 4.

'72 TRI-HULL, 15', w-65 h.p. Johnson, w-conv. top side curt. 639-3335.

'73 HONDA 750, K-3 w-fairing, sissy bar, lugg. rk., 4500 mi. 639-3335.

SNARE drum, Rodgers, good cond., w-case, \$80. 447-4788.

CAR TOP luggage carrier, new, used once. 485-4063.

SWEEPER, upright, \$10. 447-5051, '73 VOLVO, 142, fuel injection,



IN THE SPIRIT of the holiday, Specialty Motor Dept. employees at Broadway took aim at an "XL Turkey Shoot" before Thanksgiving. Beanbag scores were recorded, and top shooters took home canned hams





## Alley Chat **Connie Houser**

The GE Office League won two honors this week. They captured not only high series, but high game too! Harold Baker led the men with a grand 638. His scores were 222, 214 and 202! Second place goes to Cal Mansfield, who came in with a good 612. Cal's series included the week's high game - a terrific 243! Nicc work for the GE Office League, don't you think? John Fisher of the Sunday Nite Mixers held third with his 605 series, which included a 213 and 210. Fourth place goes to Milt Marks of the Taylor Street Friday Nite League. He rolled 211, 205 and 187 for a 603.

The women had a real great week for 500 series. They turned in a "big" total of eight. Doris Hollister of the Adam & Eve League took first place with her 536, including week's high game of 211, and a solid 191. Right on her tail was Elsie Oliver of the Monday Morning Ladies, when she blasted the pins for a 535, including a 206 game. Elsie's 206 gave her third high game for the week. Third high series was held by Maureen Rogers of the Adam & Eve League with her 533.

Other outstanding series: Pat Volkert, Saturday Alley Kats, 527, including a 198 game (she also had a 200 the following Saturday); Shirley Bohner, Jack & Jill League, 521, with week's second high game of 210; Vera Woodson, Monday Morning Ladies, 513, including a 204 game (she also had a 504 series with the Saturday Alley Kats); and Ann Arnett, Pete & Tillie League, 509, including a 195 game.

For the men, Allie King of the Hermetic League held second high game of the week with his 227. Third place was clenched by Dick Wells of the GE Office League; he also had a solid 206 the following week. Fourth place went to Ed Boedeker of the Apparatus League when he rolled a 225 and 213. Fifth place was a tie — Joe Kramer of the Adam & Eve League and Charles Cochren of the Sunday Sandbaggers both tallied 224s.

High games went to: Larry Grenert, Masonic League, 222; Walter Rommel, Masonic League, and Dick Gick, Apparatus, 221s; Charlie Hire, Taylor Street Friday Nitc, 220; Milt Marks, Taylor Street Friday Nite, 216-205; Russ Roach and Walt Nielsen, Apparatus, 216s; Paul Long, Taylor Street Friday Nite, 215; James Sircey, Masonic, 214-204; Maurice Haines, Sunday Sandbaggers; Hank Vance, Small Motor, and Casey Keister, Hermetic, 214s; Milt Marks, GE Office, and Dick Blair, Small Motor, 212s; John Lary, Apparatus, and Dave Myers, Pete & Tillie, 211s; Ron Fisher, Apparatus; Don Stapleton, Taylor Street Friday Nite, and Mel Guillaume, Small Motor, 210s (Mel hit that score twice).

WALKIE-TALKIES, 1 or 2, 5-watt, 6 or more channels. 432-2237.

**FOR RENT** 

TRAILER space on private lot, 7009 Bradbury, City. 747-4473.

PUPPY, male Shep. mix, 6 mo. old, w-shots, trained. 744-3866.

FOUND

GEN Form A 2

TV, color, 21". 422-4427.

'72 CORVETTE, 1-top, 350, auto., new tires & exhaust. 449-1663.

FIREWOOD, \$15-rank plus \$5 del.; rifle, 22 pump. 1-723-5460.

WHEELS, 14" cragars, 10" wide, w-2 J60 Gdyrs., mtd., \$75. 456-9566.

SEW. mach., White, blnd. cab., zigzag & oth. att., \$120. 485-3072.

BEDROOM set, 10 pc., Oak, w-access., make offer. 456-2943.

ANTQ. chest of drwrs.; w-mirrors; rollaway beds. 447-3891.

WATER softener, Culligan Mark 5 auto., 7 yrs. old. 745-9444.

GUITAR, Fender jazz bass, A-1 cond., 747-5692.

747-5692.

SNOW tires, wheels (2), G78x14, Dodge Ply., \$20. 747-5902.
LIGHTS, Christmas, outdoor. 745-

5842.
HIGHCHAIR, play table, stroller, potty chair. 485-8875.
HEATER, rm., nat. gas, auto. vent out. Brn. wig. 745-4308.
CROCK-POT, aluminum. 432-2610.

#### WANTED

TREE cutting & trimming, for estimate call 743-8219.

SNOW tire, 6.50-13. 639-3695.

BABYSITTING, my home, any age, Hntrtn., exper. 637-6614.

MEN'S Derby roller skates, sz. 7, must be gd. cond. 447-3760 aft. 4.

BOX trailer, 2-whl., good cond. 432-3445.

GIRL SCOUT dress & handbook, sz. 8

& 14. 489-6428.
CHAIRS, bean bag. 747-4354.
WOOD lathe w.or w.out motor, stand, tools. 432-2645.
CAT carrier case or box. 447-9109.



# GE

#### Scoreboard By STEVE HECKMAN

Winter Street, one of the two "unbeatens" yet this year, ripped open a close game to beat Taylor Street 70-58. The first half was nip-and-tuck all the way, but the third quarter showed Winter Street whip out to a 12-point lead which they didn't lose. Myron Wagner led the winners with 19, Elmer Moses and Ralph Patterson each had 11, and Dick Baughman scored 10.

Specialty Motor creamed Laycoff's 73-28. James Moore led Specialty with 23, Cody Falk and John Scott added 12 apiece, Ron Stewart had 11, and Bernie Ebetino had 10.

The Leaky Hutch coasted by Zigler's 59-47. Mike Windell led the Hutch with 21 points, Steve Reidel had 12, and Steve Heckman earned 10.

Decatur then romped over Zigler's 62-37. Tom Wigel led Decatur with 18, and Tim Irwin added 14.

Specialty Motor breezed by Leaky Hutch 83-57. James Moore led the winners with 26, John Scott had 16, Lester Woods shot 13, and John Alexander and Cody Falk each scored 12.

Winter Street then pulled out another win after yet another first half struggle to beat Laycoff's 67-53. Dick Baughman led the winners with 24 points.

After a rugged first quarter, Specialty Motor breezed past Wire Mill 73-51. John Scott led Specialty with 22, James Moore added 20, and Lester Woods had 13 points.

Decatur devastated Taylor Street 86-46. Tim Irwin led Decatur with 23, Tom Wigel scored 22, Mike Busse had 13, and Charlie Walters put in 11.

GPM beat the Leaky Hutch after a tough battle 74-50. Mike Bird scored a season high game of 31 points, Royce Bradbury netted 16, and Ed Brooks had 11

League standings are as follows: GPM, 3-0; Winter Street, 3-0; Specialty Motor, 4-1; Decatur, 3-1; Wire Mill, 1-2; Looky Hutch 12. Ziglor's 0-2

|  |                                       |                              | *ADLETS  GE NEWS BLDG. 18-3 ALL ADS MUST 62 PRINTE |                      |                     |                     |                       |                       |                    |                     | )                    | ☐ Ride Wanter ☐ Riders Want ☐ Lost ☐ Found |                     |                   |                      |           |
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DAVENPORT, green nylon, \$40. 485

offer: 485-4700.

FLORIDA lot, restricted, 1/2 value, \$1500. 637-3715.

RIMS, 15", Monte Carlo, for snow. 622-7158 Ossian.

622-7158 Ossian.
OIL burner, very good cond., tank mounted, \$25. 622-7158 Ossian.
STEREO, GE, AM-FM, turntable, 8 mo. old, asking \$110. 447-2773.
COAT, teal blue, cashmere, sz. 10, new, \$80. 485-5487.
BIKE, girl's; png.-lng., typrtr. & std. 744-3856 aft. 6. & wkends.
BROWNIE unifm., sz. 8, perm. press, very gd. cond., \$7.50. 638-4798 Znsvl.

Very gd. Colid., \$7.50. 638-4778
Znsvl.

'72 HONDA, 50 cc, mini-bike, throttle needs repair, \$60. 447-3675.

OIL tank, 275 gal. Meaf block; 30" sq. gas space htr. 745-4365.

VW parts; dbl. sink & faucets; girl's clothes, sz. 6-12. 747-4925.

SNOW tires & wheels, 1 pr., G78x14, \$24. 244-3389.

OR EXCH. sofa, grn.-gold, \$55, for lgr. dk. one. 747-7139.

'65 IMPALA, will part out or sell as is; 2 cragars. 484-1705.

'69 ROADRUNNER, 383, 4-spd., \$400 or best offer. 419-263-2285 Payne, O.

'69 ROADRUNNER, 383, 4-spd., \$400 or best offer. 419-263-2285 Payne, O.

EXERCISE bike, Nadco deluxe, new from Tepe's, \$35. 456-1795.

DISHWASHER, GE Potscrubber, ex. cond., \$200. 456-2688.

SNOW thrower, Sears Craftsman, 20", ex. cond., \$125. 637-6956.
'70 RANGE, gas, copper, 36", reasonable. 637-5022.

COAT, fur-trimmed, ladies; brn. raincoat, ex. cond. 432-1996.

TV, color, \$70. 456-9583.

WHEELS (2) & snow tires, used on '69 Impala, \$7.50. 693-2641 C'busco.

CANISTER set, 7 pc., tan, plastic, \$5. 489-4862.

BIKE, girl's, 26", ex. cond. 747-9650.

CLOCK, hand-made, walnut, grandmother. 745-4694.

MATTRESS & springs, good cond., \$50. 485-0102.

BICYCLE, boy's, 5-spd., Columbia, A-1 cond., \$40. 432-9026.

SNOW tires, studded, on rims, H78x15, '70 Chev. 743-1314.

WHEEL, 15", fits '46-'64 'V2 T. Chev. truck, \$5. 824-1800 Bluffton.

MOBILE home, 10x50, 8x20 awning, skirting. 493-2807.

TAPE recorder-player & good radio, cheap. 484-7393.

DISHWASHER, portable, 7 cycles, like new. 747-5463.

SINK & faucets, bathrm., \$6. School desk, \$3.50. 432-5648 aft. 4.

AIR conditioner, 23,000 BTU, 3 mos. used, exc. 489-5770.

MIXER, large, electric. 432-2610.

RECORD player, portable, good cond., \$15. 639-3434.

Return postage guaranteed Address correction requested Mail, Inc. 641 Growth Ave. Fort Wayne, Ind. 46808

BULK RATE U.S. POSTAGE PAID

once. 485-4063.

SWEEPER, upright, \$10. 447-5051.

'73 VOLVO, 142, fuel injection, overdrive, sunrf. 456-2645.

COLOR TV, GE, 25", by local GE rep., like new, reas. 485-9559.

MOVING sale, 3523 Lillie St., Dec. 11, 12, 13.

COAT, mink collar, sz. 10, good cond., \$25, 743-5104.

FORT WAYNE, IND. Permit No. 681

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DEC 2 2 1075

## STBD challenged to rebuild business, overcome problems of '75 recession

"It's time to get off the employees, adding, "We're going low next year, "but our defensive and get on the offensive. GE is looking for us to turn this business around!"

That was the message salaried employees heard from Don Meyers, general manager of the Specialty Transformer Business Dept., in a meeting last week.

Acknowledging that the department has been handicapped in 1975 by severe recessionary problems, Meyers expressed confidence that "this business will be back on top in two or three years." Short term STBD will be working hard to climb back up after its alide in sales and earnings, he indicated.
"Paying the Piper"

"Our business will lag the mainstream," Meyers told employees when explaining why STBD will recover later than some other manufacturing concerns. While he noted that 1970 through 1974 were good years for the business, he further pointed out, "This year we really had to pay the piper."

The STBD general manager said orders in the department overall "bottomed out in June. and since then have been flat and low." In reviewing orders of the three major segments of the business, he noted the following:

• Control and power transformers "have been pretty flat all year."

• Special magnetics "have been fluctuating," primarily because orders in this product segment are based on large OEM (original equipment manufacturer) commitments or project construction, and come in large segments at one time.

• Power supplies "fell out of bed in April." Especially with Xerox Corporation — STBD's major power supplies customer - facing low copier machine placements, high inventories and declining profits, Meyers said, "There's been a very critical

business." No Longer Growing

change in this segment of our

Meyers said the total power supplies market is "no longer on a growth curve" and is forecast to be "flat to down" over the next 10 years. "Our strategy, then, is to maintain the maximum contribution margin in the power supplies business," he told

to hang in there as long as we

Specialty Transformer's power supplies business by the end of 1975, the general manager noted, will be about one-half of 1974 levels. In line with this lower volume, Meyers also announced at the meeting a cutback in the department's salaried workforce, effective this month. After some job realignments due to attrition, promotion, etc., 15 people — 10 exempt and 5 nonexempt employees — will be affected by lack-of-work.

Meyers said STBD was hit hard by "a tremendous escalation in material costs" in 1974. "Inadequate cost-reduction efforts," he added, did not compensate for these increases. "We paid for some of our problems in blood," he said.

"In addition to this grief, our sales dropped substantially in 1975, and our order backlog by year-end will have undergone a nearly two-thirds reduction," Meyers stated.

Challenges Ahead

STBD still faces challenging problems in 1976. Materials, wages and salaries, benefits, taxes, high utility costs and other charges will continue to pinch the department's pocketbook, according to Meyers.

Sales are expected to remain

marketing people are very turned on to improve them, and I'm pleased with the enthusiasm I'm seeing from employees," Meyers said. "The greatest resources we have are the men and women who work here."

Major objectives for 1976 are to: increase sales volumes, implement massive costreduction programs, promote new product design and new product development, and return the business to a future position of leadership.

"I Call It War!"

petter jou mantom some on the competitive side," Meyers emphasized. Discussing competitive pressures he said, "I call it war! I want to beat our competitors, and that's what they're trying to do to us. We're going to be communicating our strategies to you line-by-line. Business strategy is not the exclusive domain of top management. If you have inputs, bring them up. We'll listen!

"Specialty Transformer is not facing imminent collapse, but we've been hurt very badly by the recession," the general manager said. He told employees that the thrust next year will be toward an upswing in 1977 and 1978. "We plan to be in solid shape if another recession should come in 1979," he concluded.

## Pay increases add \$897,685 to local annual operating costs

The Nov. 24 pay increase for hourly and nonexempt-salaried employees has increased Fort Wayne General Electric payroll costs \$897,685 on a yearly basis.

Besides the added money that now goes directly into employees' paychecks, the company must make higher payments into the funds that provide for employee benefits because the payouts from many benefits plans are tied directly to employees' earnings. GE must also pay out more to the government for employee coverage under Social Security

John Fink, Appliance Components Business Division finance manager, says that this latest round of pay increases reemphasizes the need to find new ways to reduce other costs in Fort Wayne businesses.

"Although this particular increase in costs has been anticipated for the past two-and-ahalf years, it comes at a time necessity of having to retrench when our profit-making ability is again."

being severely tested by much higher than expected rises in the costs for fuel, materials and supplies," Fink notes.

"It isn't just the consumer who has been hurt by inflation. Everybody's been hurt - including our GE businesses," he continues. "Just about everything we buy to run our Fort Wayne plants has skyrocketed in costs. The uncertainties of the future make it mandatory that we continue to maintain effective cost-control practices.

"During the past several months of low business volume, our Fort Wayne plants took action to trim operations and position themselves for capitalizing on an upturn whenever it comes," Fink concludes. "If we heed the lessons we learned in 1975, we'll be better able to respond to an upturn. But if we get sloppy in our cost-control practices, we could face the



**DECEMBER 12, 1975** 

#### Three generations with our ...



... it's 'all in the family'

SEE PAGE 2

## GE Club will be site of unemployment compensation sign-ups

GE employees here affected by lack-of-work on fiscal week 52 (Dec. 22-28) and fiscal week 1 (Dec. 29-Jan. 4) due to a shutting down of operations in their department can sign up for State Unemployment Compensation benefits on two separate days in the GE Club.

Representatives from the Indiana Employment Security Division will be in the GE Club gymnasium Dec. 29 and Dec. 30 to expedite claims. More than 2,000 employees will be eligible to sign up for unemployment compensation benefits on either day between 8 a.m. and 3 p.m. Unlike the unemployment compensation benefits sign-up which took place in the GE Club this past summer, there will be no alphabetical scheduling to apply for benefits during the two-day sign-up this month.

The GE Club is located on Swinney Avenue, just off Broadway. Men and women arriving for sign-ups should use the gymnasium entrance next to the Employee Store and across from the GE Credit Union. Procedural directions will be given to employees as they enter. If for some reason a person eligible to apply for benefits at the GE Club is unable to do so, he or she can apply directly at the State Employment Division Office. The Fort Wayne office is at 505 East Washington Blvd.

When applying for unemployment compensation benefits at the GE Club (or in a State Employment Division ployees should make sure they do the following: • Take your Social Security card with you. If lost, the number can be taken from a W-2 form or check stub, but you should then file for a duplicate card at the Social Security Office • If you have fewer than four children under 18 years old, and if your wife or husband is not working and has not worked in the past year, take your spouse's Social Security number with you when reporting for benefits • If you have filed a claim in the past 12 to 18 months, take your old claim card with you. If lost, be sure to tell a representative handling your new claim, since a duplicate claim will hold up your unemployment compensation benefits, which in turn will hold up your Income Extension Aid from GE.

Employees entering the GE Club are reminded that "No Smoking" signs will be enforced for everyone's protection. Cooperation is also asked in helping to protect the gymnasium floor by wearing regular, or preferably rubber-soled shoes inside the Club. The floor requires a special high-gloss finish and protective coating, and is susceptible to damage from abrasive footwear such as shoes with metal cleats.

## 'The sound is the same, only it's a lot faster than it used to be'

with his GE co-workers in a Pennsylvania Railroad boxcar "and singing our heads off to pass the time during lunch." It helped to break up his typical 59hour work week of 10 hours on weekdays and nine on Saturday. Of course, that was back when he joined the company in 1900.

Now 93 years old and a GE pensioner the past 28 years, Ed enjoys sharing his reminiscences of nearly 47 years of GE service with two current employees here - his son-in-law Art Rose and his granddaughter Carolyn Suarez.

the Appliance Components Support Operation, and Carolyn, a market research and administration specialist in the Components Sales Dept., have spent many hours with the senior member of the family discussing the past and the present of General Electric in Fort Wayne.

During these talks, Ed expressed natural curiosity about how things have changed here since he retired in 1947. As a result, he came back for a visit to GE last month. Accompanied by his granddaughter Carolyn and

Ed Eylenberg recalls sitting Art, a plant protection officer in his daughter and son-in-law lyn's parents), Ed toured the Hermetic Motor Operation in Bldg. 17. The tour was arranged by HMO employee relations manager Dottie Askren and conducted by Paul Yentes, methods planning specialist. Bldg. 17 is the approximate site of the former Bldg. 3, where Ed worked in the factory.

The first stop was Dottie Askren's office, and as the GE family walked through the door, Carolyn said, "You're going to meet a lady manager now, Grandpa." He responded, "A lady manager? Well that's really something!"

Ed admits that his sight isn't as sharp as it once was, but as he toured the HMO factory he noted, "The sound is the same, only it's a lot faster than it used to be."

The GE pensioner also noted, "Things seem cleaner today, too, and the factory floors are clearly marked for safety. I'd say things have been changing for the better."

Back inside the office, Ed discussed another change with which he's been in close touch through the years. "I got my GE pension when I retired," he said, 'and with my Social Security, I'm making more now than I did when I was working here!"

Ed and his wife Edna have been married 68 years. He does all the cooking at home, and 2 20 one baseing on sinuthis giving dinner. "If you want to live long," he smiled, "I guess you should start at the GE."



THE SECOND TIME AROUND. Ed Eylenberg retired from GE here in 1947. Last month he returned for a look at how some things have changed during a span of more than a quarter of a century. Following a tour of HMO he summarized, "Things have been changing for the better."



ON TOUR IN THE FACTORY, HMO methods and planning specialist Paul Yentes, right, provided a knowledgeable escort for, from left, Art Rose, plant protection officer, ACSO; Carolyn Suarez, market research and administration specialist, CSD; GE pensioner Ed Eylenberg, and Dorothea Rose. The Roses are Ed's daughter and son-in-law and the parents of Carolyn. Ed, Art and Carolyn (Ed's granddaughter) make up a Central Electric family here who bridge three generations. a General Electric family here who bridge three generations.



**ED EYLENBERG** explains- the mechanics of a GE thermostat he built when working here. He's been a pensioner the past 28 years.

#### GE's payments to retirement benefits total more than quarter billion annually This year's GE payments to build retirement benefits for current employees, and provide benefits for those already

retired, will reach hundreds of millions of dollars. That includes not only company contributions to the GE Pension Trust, but also the company's payments to Social Security. Here's a brief summary of last year's company payments toward retirement benefits for GE people.

• \$149 million contributed to the Pension Trust to build pensions of current employees and to finance previous improvements in pensions for current retirees. Employees contributed a net of \$44 million.

• \$189 million in payments to help finance Social Security benefits - including Medicare. Each employee also pays a Social Security tax.

• More than \$2.6 million in medical expense benefits for retirees over 65 years old covered by the Medical Care Plan for

• And millions more in medical expense benefits and life insurance payments for the thousands of retirees under 65 years old who are still covered under the General Electric equitable. As the figures above indicate, company payments to finance these benefits — pensions, Social Security and others add up to a huge total every year.

#### Recent pensioners here making future plans



traveling lie ahead

sunshine,



GEORGE SCHAAF retired from Hermetic Motor Operation's diecasting area Nov. 1. As he looks back now on 34 years of GE service, he'll be taking the chill off this winter in warm Florida supplies. warm Florida sunshine.

AVENEL STANTON also retired Nov. 1, wrapping up a General Electric career that spans 33 years of service. She was a customer service specialist for the Specialty Transformer Business Dept.

BEULAH FIRKS retired Dec. 1 from Specialty Transformer, where she worked as a spot welder. She marked her 25th service anniversary with GE this year, and now will "take each day as it comes."

ALIN MATHIEU retired Dec. 1 from Specialty Transformer as a tester. With GE service dating back to 1941, he'll be enjoying his pension while he plans for "an eventual home at Inverness, Fla."

EUGENE PHIPPS also retired from Specialty Transformer on Dec. 1. Leaving his job as a parts processor, he's planning to "do some traveling" in the future. He joined the company

IN THE OFFICE of HMO employee relations manager Dottie Askren, top left, 93-year-old Ed Eylenberg tells what GE was like when he joined it here in 1900, as his family listens. At left, Carolyn Suarez and her grand-father make an interesting candid study of the present and the past at General Electric.

## **Retirees Club to meet** for 'potluck' in Florida

The annual Florida meeting of the GE Retirees Club is planned for Feb. 7, 1976, at the Clearwater Memorial Civic Center. The traditional site for this meeting, the Civic Center is located across the street from the Clearwater Beach Marina.

Don Brayer, chairman of the gala pensioners' potluck, reminds all men and women who plan to attend Florida GE Day for Retirees that they should make a point to take along a covered dish luncheon item and their own table service, including cups. Coffee will be served courtesy of the Retirees Club.

Florida GE Day for Retirees begins at 11 a.m., with lunch at noon, and ends at 2 p.m.

For further information, General Electric retirees are invited to write to Donald D. Brayer, Westwind Mobile Home Park, 3301 Alt. U.S. 19 N, Lot 223, Dunedin, Fla. 33528.



Vol. 57 No. 42

about the people who help make the world's most dependable components

Published every week by the General Electric Company, an equal opportunity employer, in the interest of all GE employees and their families here.

EDITORIAL OFFICES: 1635 Broadway Fort Wayne, Indiana 46804 Phone 743-7431, Ext. 3441

Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer



MODERN TOOLS to make work easier, which most employees today tend to take for granted, captured the interest of Ed Eylenberg, who vividly remembers the "old way" of doing things. The electronic calculator in Carolyn's office at CSD was just one of the many examples of change Ed witnessed during his visit.

## GE business, manufacturing studies offered to boost personal, job skills

Business and Manufacturing vestments?" and "How do you Studies courses designed to help authorized General Electric employees here improve their personal and job skills will be continuing into the second semester, beginning January 1976. Enrollments are now being accepted from salaried exempt and nonexempt employees for selected individual courses. Classes are conducted in-plant, one night a week after working

For further information about Business and Manufacturing Studies courses, enrollment procedures or prerequisites. interested employees should see their immediate supervisors. The following courses are scheduled for next semester:

- MFG-211 Manufacturing Information Systems will begin the week of Jan. 5. This informative 10-week course discusses Administrative Information Systems with regard to organization, policy, procedures and methods. It also considers total reliability and economics of an administrative system.
- AMS-311 GESIMTEL, starting the week of Jan. 12, is a seven-week, high-powered modeling and simulation course. The time share computer is used to model a business or manufacturing system to find bottlenecks, capacity requirements, utilization of equipment and personnel, on the determine the impact of changes to a
- MFG-204 Manufacturing Engineering will be offered beginning the week of March 8. This challenging 12-week course will cover the organization, responsibilities and planning of the total manufacturing engineering function. Methods and time standards, work sampling, assembly-line balancing and plant layout are just a few of the
- MFG-130 Economic Analysis of Alternatives is a dynamic approach to a study of the value of money to the General Electric Company. questions as: "What does money cost? What is the significance of income taxes, depreciation and interest rates on our in-



FOR SALE

TANDEM, Schwinn; B&G ice skates, sz. 8; fdg. p-pong table. 745-7645. SPARK PLUGS, 8, new, BF42, Autolite, \$4.78. 627-3120. BICYCLE, girl's, 20", Stingray, pr. trng. wheels. 745-1976. '74 CHEYENNE, 4-whl. drive, ½ T., tr., 1-onr., ex. cond. 483-6914. SNOWBLADE, 7', hydraulic unit, \$450. 627-5246. BROILER-OVEN, revr., like new. 743-3993.

FIREWOOD, mixed, delivered, split.

T43-8219.

SHOWER massager, hand-type, brand new. 484-3641.

BABY CRIB, good cond. 444-8468.

TVs, 21" color, 23" B&W, consoles, reconditioned. 744-3807.

CHRISTMAS trees (2), new, 3', \$5; 4', \$10. 747-4890 aft. 4.

FURS (4), pelts. 432-2610.

Please Turn to Page 4

economically compare investment opportunities?" are answered in this 12-week course which begins the week of March

• MFG-215 - Materials Management also runs 12 weeks beginning March 15, and emphasizes the currently volatile topic of inventory and materials management, including the flow of materials through a system, the responsibilities of the materials function, purchasing, and the economics of inventory.

• MFG-102 - Individual & Group Relations on the Job, a

helpful study of communications between people, group leadership, Transactional Analysis and employee motivation will be offered for 12 weeks beginning

• MFG-105 — Employee Relations in Manufacturing gives the employee a close-up look at the General Electric corporate organization and its employee relations practices. Personnel selection, compensation, benefits, union relations, and manpower planning and development are covered in this eight-week course beginning



Bloodmobile comes to GE Wednesday, Dec. 17, for East, West Broadway at GE Club. Thanks!

It's so easy to give ... yet so precious. Help someone else with the gift of life.



# Will your retirement mean giving up some of the things you've worked so hard for?

For some unfortunate people retirement can mean disastrous changes in their way of liv-

But if you participate in the GE Pension Plan, things are different. You're building retirement security in a GE pension and in your contributions—matched by GE—to Social Security.

Total retirement income—monthly benefit checks from Social Security plus your GE pension—make the difference between a retirement filled with constant worry and one with the time and money to enjoy life.

A typical GE employee, age 62, with 30 years' service, making \$10,100, has earned a total retirement income-based on his final five year average earnings—of nearly 70% of current take home pay.

Total family income—which includes a spouse's Social Security benefits-could

bring retirement income up to 87% of take

And since expenses during retirement are lower than during work years, that retirement income goes a long way. Driving to work? Not anymore. Income taxes? If any, they will be quite low. Living expenses? Not so high without a growing family to feed, clothe, and educate.

Even though living costs are lower during retirement, that doesn't mean they never change. Social Security benefits go up as living costs increase; and, for employees who retired directly from the company, GE pension benefits have been increased five times in the last 15 years.

Your GE pension plus Social Security will help make retirement a time for enjoying the things you've worked so hard for.

Tomorrow will be a big day for the youngsters of GE employees here! The GE Club Children's Christmas Party is ready to delight thousands of people young and old alike - with three different entertainment acts during each of three performances beginning at 12:30, 2:30 and 4:30 p.m. The Dec. 13 shows are free and will be held in the GE Club gymnasium.

Santa Claus will also be there to hand out bags of candy to the boys and girls in the audience.

Tickets are still available at the GE Club and Employee Store tonight, and some may be available at the door tomorrow.



#### Scoreboard By STEVE HECKMAN

GPM continued their unbeaten string by soundly putting away Wire Mill 68-43. Mike Bird led GPM with 15, Royce Bradbury added 14, Chuck James 12, and Ed Brooks 10. For the Mill, Jack Woodruff again paced his team off the court, but not before Taylor St. put up a fine firstquarter battle. The final tally was 74-43. Lester Woods and John Scott each netted 16 points to lead the team, Ron Stewart added 13, and John Alexander 10. Wayne Spratt led Taylor St. with 13, and Phil Miller scored 12.

Winter St. whipped Zigler's 69-37. Jim Gooden led the attack for Winter St. with 16, Bob Gerber threw in 11, Jerry Mattix and Mert Wagner each added 10. Dan Gibson had the hot hand, scoring 20 for the losers.

Taylor St. then bombed Zigler's on Thursday night 63-31. Wayne Spratt led the winners with 19, Bruce Miller 16, and Phil Miller 12. Johnnie Smith led Zigler's

Decatur creamed Laycoff's 72-35. Tim Irwin led Decatur with 17, Tom Weigel 15, and Charlie Walters 12. Tim Mihuliak and Steve Barva combined equally for 18 points to pace Laycoff's.

Specialty Motor sneaked past Winter St. 60-59 to give Winter St. their first loss of the season. Specialty Motor led most of the game, but Winter St. rallied in the third quarter, gaining eight points and cutting the lead to seven at the start of the last period. They then tied the score at 51 with three-and-a-half minutes to play. Specialty Motor hit a free toss and managed to keep that margin after trading baskets in the final moments.

League standings are as follows: GPM, 4-0; Specialty Motor, 6-1; Winter St., 4-1; Decatur, 4-1; Leaky Hutch, 1-3; Wire Mill, 1-3; Taylor St., 1-4; Laycoff's, 0-4, and Zigler's, 0-4.



PACKING IT IN!Helping 'Santa'' Ray Fischbach load a goodie sack with candy for the big Children's Christmas Party are, from left, "Pidge" Saxton, Mel Franke, Ardola Metker and Verdayne Parnin.

## Alley Chat **Connie Houser**

This week I have only five leagues to report on. This is due to the double-up on last week's issue . . . so I'll give you the scores by the individual league standings.

The Small Motor League held the lead on total 200-or-better games. It had a grand total of 11 turned in. The GE Office League was right behind it with nine. So let's hear it for Small Motor this week! Here's how Small Motor's scoring went: Herb Baxter rolled a smashing 242, which was high game of the week. Dick Chandler had a 211 and 205 (nice work, Dick); John Hunnicutt, 210; Charles Johnson, 208; John Hayes, 203; Bob Phillips, 202 and 201; Gus Weisenberger and Harold Somers, 201 each; and Greg Wiley, 200 right on the button.

The GE Office League turned in second high game of the week when its Don Hitzeman gave a good performance by bowling a 236. Right on Don's tail was Milt Marks with his 235, the third high. Other high scores were tallied by: Bernie Ebetino and Tom Schible, 210s; Carl Metker and Bob Younghaus, 209s; Skeets Lahrman, 203; and Bill Hattendorf and Bill Kumfer, 201s.

The Masonic League was proud of Larry Grenert when he had a fine 219. Courtland Anderberg was close behind Larry with his 216. Mardo Tobias hit a 200 right on the nose.

Four men on the Hermetic League were able to get honors with their scores. They were: Harold Nieman with a solid 220; Gene Edwards 213-201; Dave Hess, 203, and Steve Golliver, 200.

The Kings and Queens' Paul Perrine was top bowler with his 219, and Dave Knepple hit a sound 204. Helen Thieme of the same league was excited when she converted the 3-7-10. We are too, because her hit was the most difficult split for the week. As for the rest of the team, splits were no problem for Sue Smyser; she converted the 5-10. Jim Swalley made the 4-10 look easy, and Elaine Pfeiffer not only hit the 2-10, but the 6-7 as well!

#### 'Toads' jump ahead

With table tennis "ace" Ken Busick taken out of play last week by sick animals, the Toads according to the GE Table Tennis League's Phil Herrick. League standings after the second round of play are: Toads 27; Snakes, 26; Lizards, 26; and Frogs, 14.

Continued From Page 3

Continued From Page 3

BIKE, men's 10-spd., 26", Huffy, like new, \$65. 483-4076.

SNOW tires (2), 7.75x14; swan rocker, kitchen table, rug. 748-8791.

RUG loom w-spool holder, good cond. 489-9169.

CHRISTMAS tree, 6', \$10. 749-0862. '69 PONTIAC LeMans, blue, good shape, first \$800. 422-4171.

CHEST w-4 drawers, walnut finish, 41x28x16. 440-3483.

TV, B&W, new 17" picture tube, rotating stand. 745-0384.

TRAILER skirting, small upright air compressor. 592-7279 Decatur.

CHRISTMAS tree, long needles, Scotch Pine, artif., \$10. 446-8333.

MAGS (2), 14", GM, alum., w-2 w-letter tires, like new, \$80. 432-9026.

COATS (2), winter, sz. 30½ to 32½, ex. cond., \$10 ea. 483-8693.

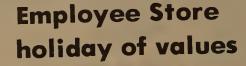
BIKE, boy's 10-spd., good cond., \$40. 422-6806.

MICROWAVE oven, GE, largest one, \$175. 672-2001.

STOVE, elec., dining table, 6 chrs.,

\$175. 672-2001. STOVE, elec., dining table, 6 chrs., buffet, 2 beds, reas. 745-7588.

DINETTE set, 6 chairs & cushions, good cond. 691-2849 Col. City.







Model SB-1. GE Superblow Dryer

Lightweight—saves arm power with the power center on the table . . . not in your hand. Long flexible hose and light-weight attachments give added drying and styling freedom. \$26.99

770 VW fastback, A-1. 747-3467 aft. 5. DUNCAN PHYFE 3 pc. sofa; gas logs. 749-9476.
GUITAR, Philco, elec., lead, ex. cond., \$70. 747-9606.
TREE lights & stand, reg., like new, reas. 432-2896.
TOASTER-OVEN thermostat control, A-1. 749-4236.
SNOW tires, G70x15, Corvette, & 14 for Camaro. 749-9902.
REFRACTOR telescope. 233 power.

REFRACTOR telescope, 233 power, 60 mm altaz., mt. 447-4812.

TV, 12", portable, B&W. 422-4939.

STORM windows, wooden; 1/4" elec. drill. 745-0746.

BELT massager or exerciser, Sears, good cond., \$40. 456-1795.

BUNK BED, matching chests; tandem; hi-fi. 483-7529.

ROCKING chair, \$25. Ice skates, women's, \$5. 745-0723.

TABLE & 4 chairs, Daystrom, gold & white. 745-2590.

white. 745-2590.
TRUNK, antique, hump-top, best offer. 639-3244.
CHRISTMAS tree, Ig., for church or hall, reas. 748-1423.
'73 TOYOTA, 2-dr., factory air. 748-7788

hall, reas. 748-1423.

'73 TOYOTA, 2-dr., factory air. 748-7788.

R-C CONTROL, 5-channel, never used, make offer. 483-1405.

BIKE, 10-spd., \$70. 12 ga. shotgun, \$35. 745-2121.

LAMPS (2), L.R., new shades, hand pntd., \$12-pr. 483-4308.

POOL TABLE, reg. size, set of balls & 4 cues. 447-9671.

TV, B&W, portable, transistorized, 10", \$35. 747-0885.

PARTS for VW squareback, body & mechanical. 486-1886.

FIREWOOD, \$15-rank, plus \$5 del. 1-723-5460 S. Whitley.

GOLF clubs & bag, women's, Patty Berg, \$45. 425-7785.

DRAPES, gold, perma-prest, 64"L, 74"W, \$20; 84"L, 100"W, \$40. 489-4862.

4862.
PUPPY, male, poodle, make offer, ready to go now. 747-5236.
GUITAR w-case, electric, \$25. 485-

SUNLAMP, used once, ex. Christmas idea. 747-6564.

'73 HARLEY, 125 cc, runs nice, 1050 mi., \$400. 456-4114.
BICYCLE, girl's, 26", \$35. 438-3741.
TV, portable, 19", color. 485-9464.
'69 NOVA, 350, 4-spd. Sofa, 2-pc. sectional, recliner. 747-7675.
CAMERA, Polaroid Lnd. mod. 350, flshgn., port. att., \$80. 485-3072.

#### WANTED

MATERNITY clothes, sz. 10. 672-WILL haul trash, do plumbing, elec.

mrinc. service. 456-9566.
TRUMPET, B-flat. 489-5770 anytime.
ICE skates, boy's, sz. 4. Sell or trade boy's sz. 6. 747-4304.
ORGAN, small, chord, bench, good cond. Box trir. 432-3445.
CAT, very lg., prefer male, will make offer. 456-7720.
ROTOTILLER, would like Troy-built. 639-3512.

639-3512. ROLLER skates, ladies sz. 7. 447-3760

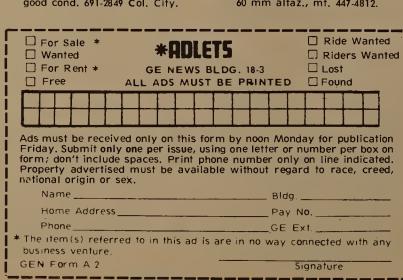
#### FOR RENT

APT., eff., LaVina St., adults, \$90, ut. pd. 441-5703 aff. 6.

MOB. home on lg. lot South of Hoagland, \$22-wk. 724-9565

#### FREE

SOFA, large 3-pc. sectional, needs recovering. 447-1605.
LUMBER, for removing bldg. 447-9109.







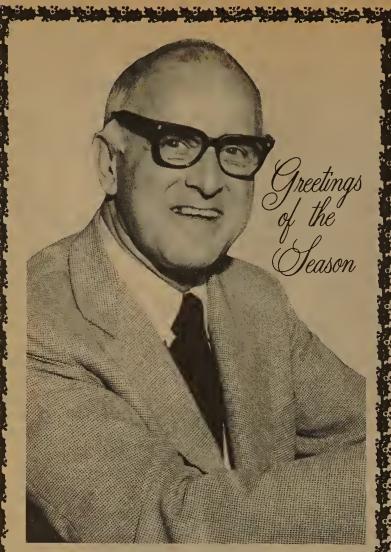
#### A window to a winter past ...

Twenty-two years ago Paul and Rose Mary Koldewey took their daughter Sharon Kay and son Kenneth on a family sleigh ride. The picture appeared on the Christmas cover of the 1953 GE News.

The family has grown. Paul and Mary Rose are now the grand-parents of eight-year old Robert. Sharon Kay and her husband Steve Hostetler have a home of their own. Ken is a student at Indiana-Purdue University. But as they gathered together recently, the memories of that Christmas long ago came back to the four December sleigh-riders, and they shared their thoughts with Steve and Robert.

It was a wonderful time to remember. Could they really envision it all again through a window to the past? With the magic of the Christmas season in the air, anything can happen.

Paul Koldewey worked in the Hermetic Motor Operation when the 1953 GE News cover photo was taken; he still works there today. Both Christmas photographs — the past and the present — were created by chief photographer Rex Mericle. Seated are Paul, Rose Mary and Robert. Standing behind them are Sharon Kay, Steve, and Ken, right.



It seems this year has been filled with one challenge after another for General Electric — and you've worked hard trying to beat the problems we faced.

I just want to say "thanks" for that help. Hopefully, it will pay off in the future, and 1976 will be a better year for all of us.

The holiday season is coming up now, and you've earned a rest from the business. May you and your families have a very Merry Christmas and a Happy New Year.

Vice President & General Manager **Appliance Components Business Division** 

Street Bring to the Bring to th

#### **At Taylor Street**

## SMD job performance recognized; 'score' not perfect, but effort good

If the question, "How are we doing?" arises in Specialty Motor Dept.'s Taylor Street plant, men and women there need only glance toward the ceiling to see the answer for themselves.

A giant "scoreboard" triangle has been hanging above the factory floor since October to show employees at a glance where they stand in weekly performance against monthly goals in safety, absenteeism, schedule, suggestions, and scrap and rework. Employees can receive a "perfect score" of 10, a second-place rating of 8, or a "good effort" tally of 6 points during a month.

Last week, they were presented "Try Harder" awards — SMD coffee mugs and "XL" buttons for achieving this third score.

Recognizing employees for their work week, plant superintendent John Lary notes that, while the results could be better, the contributions made overall are still commendable. "We did well in all categories of the triangle except production schedules," he says, "but this was caused mostly by vacations and illnesses, and not due to any



WORTHY ACCOMPLISHMENTS. SMD Taylor Street employees showed a "good effort" score of six out of a possible 10 points in a total per formance rating for safety, absenteeism, schedule, suggestions, and scrap and rework. As a result, they received "Try Harder" awards — engraved coffee mugs — last week. Looking over the awards are foreman Ansel Black and coil winders Mary Hire, center, and Ann Lee.

loss in our efficiency at the Taylor Street plant.

"In fact, we've already increased our plant's total output by 100 percent since the beginning of October," he adds. "This is an accomplishment of which we can all be proud."

#### Unemployment compensation sign-up at Club

GE employees here eligible for State Unemployment Compensation benefits due to shutdowns in their departments on fiscal week 52 (Dec. 22-28) and fiscal week 1 (Dec. 29-Jan. 4) are

#### Last issue of 1975

While GE men and women here are enjoying their Christmas and New Year's holidays, the GE News will also be taking a yearend break. Since many Fort Wayne operations will be shut down during the next two weeks, this will be the last issue of the GE News in 1975. The next issue of the paper will be Jan. 9.

reminded of special sign-up arrangements in the GE Club.

Indiana Employment Security Division representatives will be in the GE Club gymnasium Dec. 29 and 30 between 8 a.m. and 3 p.m. Applicants can sign up either day, and should carry the following: • Social Security card, or Social Security number from a W-2 form or check stub; • spouse's Social Security number (if your wife or husband is not working and has not worked in the past year); • prior unemployment compensation benefit claim card (if you have filed the claim in the past 12 to 18 months).



SMD Taylor Street people for working toward "scoreboard" triangle goals. Presenting award coffee mugs to employees is Chet Reinking, materials and shop operations supervisor, right.

## Schedules altered for some services, gate hours

Year-end shutdowns of some GE operations here will consequently reduce demand for some services and the traffic patterns at some gates. Employees who will be working during fiscal week 52 and fiscal week 1 should note the following 12:24 a.m. changes:

EAST BROADWAY — East Gate open Dec. 22-23, Dec. 29-31 and Jan. 2 from 6 a.m. to 5 p.m. Lindley Gate open Dec. 22-23 from 6 to 12:24 a.m.; Dec. 27 from 6 a.m. to 4 p.m.; Dec. 29-31 and Jan. 2 from 6 to 12:24 a.m.; Jan. 3 from 6 a.m. to 4 p.m. Fairfield Gate open Dec. 22-23, Dec. 29-31 and Jan. 2 from 6 to 12:24 a.m. Bldg. 36 Gate open Dec. 22-23 and Dec. 29-31 from 6 a.m. to 4:30 p.m.; Jan. 2 from 6 to 12:24 a.m.

Cafeteria (Bldg. 8-1) open Dec. 22-24 and Dec. 26 for vending machine service only; open Dec. 29-31 and Jan. 2 for one entree, soup and sandwiches only. Vending machine service available Dec. 20-Jan. 4 in Bldgs. 18, 17 and 4 (sixth floor only).

WEST BROADWAY — West Gate open 24 hours a day, seven days a week. College Gate open Dec. 22-23 from 6 a.m. to 8 p.m. and 11:48 p.m. to 12:24 a.m.; open Dec. 29-31 and Jan. 2 from 6 a.m. to 8:30 p.m. and 11:48 p.m. to

both weeks for vending machine service only. Vending machines also available in Bldgs. 20 and 19.

TAYLOR STREET - Gate open both weeks as usual.

Cafeteria open both weeks (except Jan. 2) for vending machine service only; open Jan. 2 for soup and sandwich only. Vending machines throughout the plant will be serviced both

WINTER STREET - Gate Cafeteria (Bldg. 26-4) open open both weeks as usual. Cafeteria open both weeks for vending machine service only. Vending machines will be serviced both weeks in office and west locations only.



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Dan C. Crabtree Communications Manager Dick Knoph, Editor Rex Mericle, Chief Photographer

#### **EDITORIAL**

#### \$897,685 ... where does it come from?

As reported in the GE News last week the Nov. 24 pay increase for hourly and nonexempt-salaried employees is an increased cost of doing business for our plants of \$897,685 annually.

Where is this extra money coming from? The truth is there's a close relationship among pay increases, productivity and job security which needs to be understood by everyone in our businesses at General Electric.

One way to handle the increased payroll cost would be to raise the prices of our products. However, competition usually doesn't allow us this easy way out of cost problems. Higher prices could lose many orders, and that would mean fewer jobs.

A better way to offset the effect of increased costs is to improve productivity — both in the factories and in the offices. Put simply, productivity improvement means getting more out of our efforts today than we did yesterday.

That means working more effectively — keeping quality high. holding down scrap and rework, watching costs, working together, and meeting and surpassing production targets. The Specialty Motor Dept. at Taylor Street monitors those and other goals with a "scoreboard" triangle (see story above); other departments here measure productivity in different ways. But every Fort Wayne GE business keeps its eye on methods to improve its operation — it's a critical factor in determining success or failure in the future.

Boosting productivity — that's how we'll have the money to meet those extra payroll costs and strengthen job security here.







#### Children's Chrsitmas Party enjoyed by all!



#### Elex all set to start new year

With less than two weeks before the new year begins, Elex Club members should make notes now on activities planned for January. Here's the Elex line-up for 1976:

1-5: Partizan Chapter executive board meeting; 11:30 a.m.; Lucky Steer Restaurant, 2912 Getz Rd.

1-7: Elex Executive Board Meeting; 1 p.m. GE Club Trophy

1-12: Elex Club Supper Program; members only. Bingo is featured along with supper catered by Hall's Restaurant; GE Club; 4:45 p.m.; tickets are \$2.60 per member.

1-14: Pen-El Chapter Installation Banquet; noon; YWCA.

1-15: Elex Club Luncheon Program; Indiana-Purdue University's W.H. Hart displays "Mexican Interlude," a slide-tape presentation; 11:30 a.m.; Lester's Party Room, 1502 Bluffton Rd.; tickets are \$3 each for Elex members and \$3.50 each for guests.

1-19: Elex Executive Committee meeting; 4:45 p.m.; Bldg. 18-3 conference room.

1-20: Partizan Chapter social meeting; 12:30 p.m.; "Gas Kitchen" of Northern Indiana Public Service Building, 114 East Wayne. 1-21: El-Par Chapter social meeting; 1 p.m.; Alpine Restaurant, 4805 Lima Rd.

1-27: Elex Executive Board meeting; 7:30 p.m.; Bldg. 18-1.

1-28: El-Par Chapter board meeting; 10 a.m., 1524 Orlando Dr.

#### GE discount to hear Gershwin

Fascinatin' Rhythm . . . Embraceable You . . . Lady Be Good . . . If you enjoy the melodies of George Gershwin, you'll enjoy a special discount-ticket offer to hear them performed Jan. 17 at the Embassy Theatre by the Mac Frampton Trio, with vocals by Sally and Jack Jenkins. GE employees and retirees receive \$1.50 off the regular \$5, \$4 and \$3 ticket prices for this "American Sketchbook" tribute to the great composer. To reserve seats for the 8:30 p.m. show, fill out the coupon below and mail it with your check and a stamped, self-addressed return envelope to: Memorial Coliseum, Ticket Office, Box 5157, Fort Wayne, Ind. 46805. Coupons may also be taken directly to the Coliseum ticket office on Parnell Avenue.

## Gershwin's 'American Sketchbook' — GE Name: Address: Zip Code:\_ No. of tickets \_ Discount prices: \$3.50, \$2.50 (circle one) SALLY & JACK JENKINS

Embassy Theatre, Jan. 17, 8:30 p.m. Amt. Enclosed: \_

## Fire safety worth 'bragging about'

"I remember talking to you on this occasion last year, bragging about \$1,200 of reported fire losses for GE in Fort Wayne. That's \$.0000068 loss for every dollar of insured value. This year, you've brought that \$1,200 down to less than \$100, and I thank you for it!"

These were the impressive statistics quoted by Dick Garvin, manager of manufacturing resources utilization for the Appliance Components Support Operation at the GE Volunteer Firemen's and Plant Protection Officers' Christmas Party.

Garvin also presented a quick overview of business indicators for 1976. Durable goods, housing starts, housing completions and disposable personal income are

forecast to climb, he said. However, he warned that continued inflation, retail price hikes and "dismal" levels of new building permits will affect the Appliance Components Business Division next year.

"There's some optimism in having hit bottom," he said, "but it will take us years to get back to where we were in 1973."





AT A CHRISTMAS PARTY for GE volunteer firemen and plant protection officers (photo left), employees wished each other well for the holiday season. From left are Gerry Koehl, plant protection supervisor for Taylor Street and Winter Street; Bob Gebhart, plant protection supervisor for Broadway; plant protection officer Freddie Saylor; Dick Garvin, manager of manufacturing resources utilization, ACSO, who was guest speaker for the evening; plant protection receptionist Ginny Buhr; and Tom Corneil, plant protection chief. IN PHOTO AT RIGHT are the GE Volunteer Firemen's 1976 officers. From left are Phil Lydy, treasurer; Jerry Eifrid, president; Bob Marshall, vice president; and Arlie Greiser, secretary.





A DECADE OF VOLUNTEER HELP. One of the long-standing traditions at the GE Volunteer Firemen's & Plant Protection Officers' Annual Christmas Party is the recognition of employees who reach their tenth anniversary as volunteer firemen. At left, Bob Gebhart awards service pins to volunteer firemen Roger Karr, Tom Ahr and John Spikes. At right, Gerry Koehl congratulates 10-year volunteer firemen Don Jones, Tom Perl, Dick Pemberton and Jerry Morton. Also observing a decade of volunteer firemen service with Fort Wayne GE this year were John Wilt, Albert Clark, Ken Hart, Bob Boyce, and Elwood Treese.

FOR SALE

SNARE drum, Ludwig, w-case, \$35.
Schwinn 20", \$30. 484-1920.
COATS (2), mink collar, sz. 18, 20, good cond. 747-2190.
SNOW tires, 7.75-14, 4-ply, mounted on rims, 745-5748.
SCHWINN, 10-spd., like new, \$100. 627-3210.
RIFLE, 22 cal. 657-5463 Harlan.

SNOW tires, 7.75-14, 4-piy, mounted on rims. 745-5748.

SCHWINN, 10-spd., like new, \$100. 627-3210.

RIFLE, 22 cal. 657-5463 Harlan.

TACKLE BOX, Umco, 7 trays, 64 comparts., sell for \$20. 440-2965.

TVs, 21" color, & 23" B&W, good cond., reas. 744-3807.

WICKER hanging chair from Pier I, \$35. 489-5670.

HAIR dryer, GE, 1000 watt, portable, speed, 1 yr. old. 745-9675.

MAGS (4), SS cragar, 14x7, w-o-wout radial tires. 745-7450.

BEDSPREAD, twin, 3 pr. drapes, dacron, yellow & wh. 483-0069.

SNOW blower, Wheel Horse, like new, \$125. 432-3097.

STEREO, compl., 150 W., AM-FM, 4-spkrs, sell seprt. 432-9058.

SNOW tires & wheels, F78x14, used 1 yr., \$20. 493-1381.

TILLER, Wards, 3.5 h.p., like new, \$125. 543-2410 Uniondl.

MATERNITY dresses & tops, winter, sz. 10. 484-6394.

CAMERA, Ciroflex, reflex, w-case & flash. 485-4449.

AIR compressor, small, upright; trailer skirting. 592-7279 Decatur.

DEEP FRYER, elec., like new. Swivel lounge chair. 456-4851.

'68 CHEV. BelAir, V-8, PS, PB, AC, good cond. 432-5813.

'65 CADILLAC Sedan DeVille, good shape, \$550. 422-8873.

STEREO, comb. rad. & phono. & tape deck, console. 749-5315.

BACKSTOP for indoor rifle range, steel shield. 447-4812.

STEREO, AM-FM, 8 tk., bsr. turn., stand incl., \$80. 422-2776.

RIPPLE AFGHANS, \$18. 693-2687 Churubusco.

'69 OLDS Delta, 4-dr., HT, air, pwr., good tires. 745-2155.

LADIES winter coat, brown, sz. 16, ex. cond., \$50. 447-9605.

CHRISTMAS, buy her an antique table, refinished. 483-8874.

COATS, child's B&W seal, & adult's muskrat. 485-0575.

WHEELS (2) for Ford snow tires, reas. 484-5615.

HORSE, reg. Pal., geld., 14-2 hands, grand, child safe. 484-4623.

'69 KAWASAKI, 250, \$250 or best offer. 622-4289.

#### Employee Store, Club plan holiday schedule

The GE Employee Store will remain open until 8:30 Monday evening, Dec. 22, and as usual until 5:30 p.m. on Dec. 23 for lastminute shoppers. Starting with the Christmas holiday weekend which begins Dec. 24, the Employee Store will be closed through Jan. 1; the closing includes a three-day inventory. Regular store hours (11 a.m. to 5:30 p.m.) will again take effect beginning Jan. 2.

The GE Club will be closed for the Christmas holiday weekend, Dec. 24-28, and again on New Year's Day, Jan. 1. On all other days, the GE Club will be open on its regular schedule.

| COAT, gray cloth, muskrat lined &     |
|---------------------------------------|
| collar, sz. 14. 747-2464.             |
| STEREO, 6 spkrs., 2 trbl., 2 twt., 2- |
| 12" bass, \$75. 447-2377.             |
| CHORD organ, Silvertone, double       |
| keyboard, \$75. 637-6272 Hntrtn.      |
| ROTOTILLER, mtd., PTO drive, like     |
| new, \$300. 639-6462 Hgland.          |
| '73 CADILLAC sedan, all power,        |
| extras 447-3218                       |

BIKES (4), Schwinn & Huffy, 24", 26", 747-9289 26". 747-9289
WHEELS & snow tires from '69 Impala, 2 from '67 Olds. 693-2641.
CHRISTMAS tree, 71/2', Mt. fir, used 3 times, \$17.50. 447-5135.
'74 GREMLIN "X," 6 cyl., auto. on floor, PS, air, \$2495. 747-5383 aff. 5.
DINING table w-4 chairs, glass & metal, new, \$225. 448-1132.
'73 HONDA 750. low mileage, like

'73 HONDA 750, low mileage, like new. 432-4247.

'70 FORD LTD, low mileage, \$975. 747-0998 aft. 6. GAMES, electric baseball, football, hockey. 748-1649.

SINGER sewing mach. & cabinet, 4 yrs. old, good cond. 622-4744.

ORGAN, Hammond, console, series A, ex. cond. 747-4965.

SNOW SKIS & poles, boots, sz. 8½, used 3 times. 432-5991.

'69 NOVA, new paint, batt., runs good, 6 cyl., \$900. 693-2426.

WHEELCHAIR, good cond., reasonable. 422-6247.

GOLF clubs & bag, women's, \$45. 425-7785.

7/85.
ICE skates, man's sz. 7, \$5. 749-0862.
FIREWOOD, \$15-rank, plus \$5 del.
Lard press. 1-723-5460 S. Whitley.
PORTA-CRIB, \$15. Refrigerator, \$50.
749-0794.

749-0794.

SNOW tires, recapped, 6.50x13, on rim, used 1 winter. 447-5481 aft. 4.

BABY BUGGY, high chair combination, \$45. 745-2121.

CURLER-STYLER, ex. & reasonable. 747-6564.

DARTBOARD, 1" thick w-6 new darts, only \$5. 489-4862.

Please Turn to Page 4

| ☐ For Sale * ☐ Wanted ☐ For Rent * ☐ GE NEWS BLDG, 18-3 ☐ Free ☐ ALL ADS MUST BE PRINTED ☐ Found   |                |              |      |      |      |     |      |      |     |      |        |     |     |      |     |      |     |    |
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| Ads must be received only on this form by noon Monday for publication Friday. Submit only one per issue, using one letter or number per box on form; don't include spaces. Print phone number only on line indicated. Property advertised must be available without regard to race, creed, national origin or sex. |                |              |      |      |      |     |      |      |     |      |        |     |     |      |     |      |     |    |
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## Twelve make New Year's resolution to begin enjoying pension life

EDNA BAILEY retires Jan. 1 from the Specialty Transformer Business Dept., as a general clerk. She began her GE career in 1939, and now plans to "relax and take it easy" in the pension years ahead.

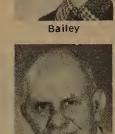
JOHN BASTION looks back on 44 years of service with the company as he prepares to begin retirement Jan. bench machinist in Specialty Transformer, his first pension goal is to enjoy himself.

G. RICHARD GOLLER is another Specialty Transformer retiree as of Jan. 1. Leaving his job as dispatcher, he'll have 35 years of GE memories to think about while he's "going fishing and keeping busy."

from the Specialty Motor Dept. at Taylor St. on Jan. 1. With 34 GE years behind him, he leaves his repairman job now to "take things as they come and do some traveling.

WILLIAM HODGE retires Jan. 1 with 32 years to his GE credit. Away from the "quiet" machine in the General Purpose Motor Dept. at Broadway, he'll "take it easy in the winter and fish in the summer."

ARLO "BUD" KISSINGER plans to be in Florida during the winter and in his garden when the summer comes. After 34 years with GE, the group leader is retiring Jan. 1 from GPM's Winter Street plant.







Goller



Heinzelmann



Hodge



Kissinger

Alley Chat **Connie Houser** What's this I hear? Ho! Ho! Ho! It's Santa Claus (alias Ray

Fischbach) and all the GE Club staff wishing you and yours the best of wishes for the holidays! And a big congratulations to all you Christmas candy winners, too!

Now hear this: 'twas the night before Alley Chat, and all thru the house . . . Not one men's 600-score was found about . . . Then all of a sudden to my surprise . . . I find Elsie Oliver rolled women's high. . . The gang on her team saw a smile on her face . . . She bowled a grand total of 528... Naturally Elsie is happy and jolly... She bowled high game, too — 211, by golly!

In addition to Elsie, the Monday Morning Ladies League is proud of Vera Woodson, who gave a good performance by wrapping up second place with a 202 game. Jean McDaniels of the Sunday Sandbaggers held third with her shining 191. Fourth place went to Sue Ramm, Saturday Alley Kats, who turned in a good 189. Nice going!

With all the excitement of the holidays, Small Motor let up just enough to let GE Office League run off with seven 200-or-better games this week. Even though Small Motor League turned in only two 200-or-more scores, bowlers are still happy to see Joe Kramer rolling high game of the week with his solid 224. Page Churchward of the Taylor Street Friday Nite League had a lot of spirit when he clinched second with a sound 220 game. Right on Page's tail was Ken Bainbridge of the GE Office League. Ken gave the pins a spin for third with his 218. Bob Lehman, GE Office, and Wayne Imbody, Emmaus Mixed, both tied for fourth with 214s. The Sunday Sandbaggers are jumping for joy (and we are, too!) for league secretary Dave Meyers. He's now the proud papa of a baby daughter! Congratulations to both mom and pop. And just for the record, Dave bowled a nice 213 for fifth

High games went to: Harry Reinking, Emmaus Mixed, 212; John Turner, Hermetic, 211; Bill Kumfer and Jerry Dill, GE Office, and Golfrey Dillon, Taylor Street Friday Nite, 211s; Chester Platt, Masonic, 209; Wayne Arnett, Pete & Tillie, and John Fisher, Sunday Nite Mixers, 208s; Jim King, Hermetic, 207; and Don Alcott, Apparatus, 206. Also in the 200 bracket were: Dave Eastes, 204; Charles Cochren, 203; Red Dillion, 202; Jack Morris, Cal Mansfield, Russell Miller and Harold Sommers, 201s; and Paul Long, Warren Wickliffe and Robert Harding, 200s. Good work!

The Sunday Nite Mixers won the spotlight on splits this week when Tana McMaken converted the 2-10 and Dale Yoder hit the 4-10. Signing off until next year with a "Merry Christmas" to all — and

to all a "Good Night!"

Free Bingo coming to GE Club next month

Employees may want to mark their calendars now for the next GE Club free Bingo on Jan. 10 at 8 p.m. All GE people and their families (children 12 years old and up) are invited to attend!

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LAWRENCE MELLINGER "taking a trip through the Southeast when he becomes a GE pensioner Jan. 1. He leaves GPM at Taylor Street as a quality control engineer

maker - major - says it's time to

"fish, garden, travel and have fun."

GEORGE PARKER is looking for ward to his Jan. 1 pension date as the perfect time to "do some traveling." He's retiring from Specialty Transformer as a checker-marker after 34 years service with GE.

HARRY SNOKE is another Specialty Transformer man who retires Jan. 1. Joining General Electric in 1930, he'll look back on his days as a lab tester there while he enjoys an "extended paid holiday."

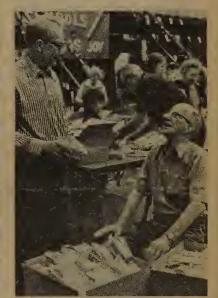
WALTER STARKE retires from the Specialty Motor Dept. at Broadway on Jan. 1. A quality appraiser there, he's got 47 years service built up to pave, the way for hobbies of "traveling and fishing."

MARIE THOMAS is retiring Jan. 1 to "enjoy doing what comes naturally" in the pension years ahead. Having worked for GE the past 25 years, she's leaving her job in the factory of GPM's Broadway plant.



#### A tasty 'Potluck' pleaser!

ENJOYING A SNACK at last week's Pensioners' Potluck in the GE Club, retirees got a special treat from Estella Mitchell's prize-winning cookies. Her recipe took first place in this year's Indiana State Pillsbury Cookie Bake Off. From left are Lloyd Welbaum, Fort Wayne GE's first Apprentice Program graduate; Charlie Winans, Pensioners' Club chairman; prize winner Estella Mitchell; Lois Miller; Carl Tuerschmann, who retired with 50 years of GE service to his credit; and Minnie Kinerk. More than 300 retirees attended the Dec. 9 potluck.



#### **Back again** at GE Club

FOR 49 YEARS, Art Brockmever, right, has been on the GE Club entertainment committee. As the retiree helped bag candy recently for the Children's Christmas Party, he told GE Club board member Mel Club's dedication in 1926.

Continued From Page 3

'68 BUICK G\$ 400. 432-3447.
'68 OLD\$, 350, 2-bbl., clean, new paint, 749-1296.
BIKE, girl's, 3-spd., good cond., \$35.

438-3741. '70 VW VAN, gas heater, 8 track, \$1450, 429-5101. TROMBONE, Conn, 2 yrs. old. 427-

73 HONDA, 350, lots of chrome & extras, \$700. 747-0035.

#### WANTED

COAT, mid-length, for girl 5'8", clean & reas. 432-6425.
BOAT trailer for 14' fishing boat. 440-

2965. OIL space heater. 446-4462. PIANO, in good cond., used, reasonable. 484-6282.

reasonable. 484-6282.
STEEL shelving. 456-4851.
CHINA closet, mahogany, reasonable. 748-8791.
SHEPHERD, can be mixed pup. 435-

'68 VW gas heater, new or used. 747-

4030.
PIANO, small, used. 749-0039.
TRAIL BIKE, small. 693-9273.
WOOD lathe, w-or w-out motor, stand, tools. 432-2645.
BOX trailer, 2-whl., good cond., reas.
Elec. chord organ. 432-3445.
PORTA-POTTY, must be good cond. for tr. 623-3763.
ROCKING chair, child's. 745-2620.



